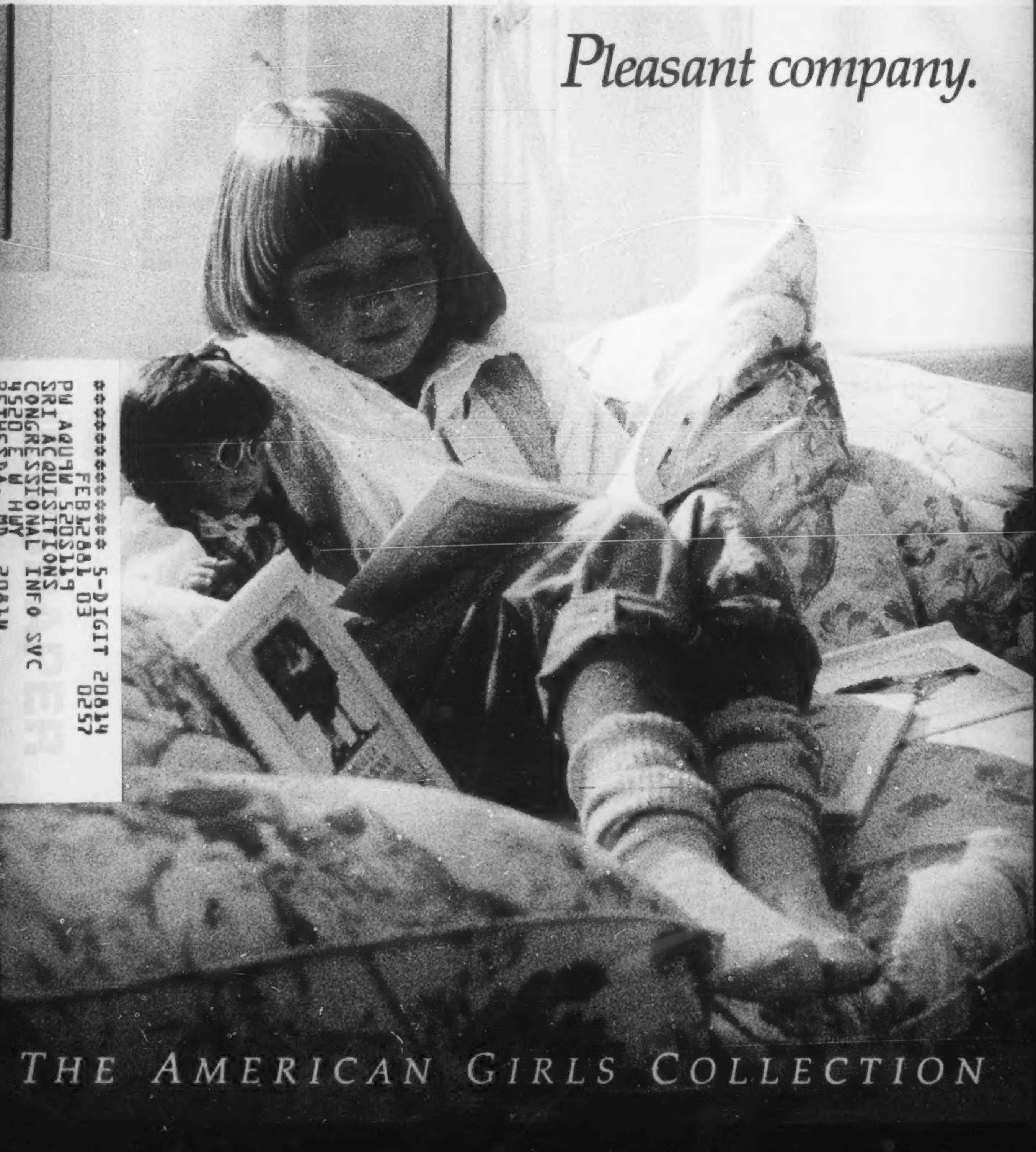
C1650-2
11/4/87

Nicholas Veliotes: Forging a New Consensus at the AAI
Audio Reviews: Authors Reading Their Own Works • Shakespeare in Paperback: The Rivals
Spotlighting Authors and Issues at SEBA • Sprucing Up Publishers' Catalogues

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* NOVEMBER 6, 1987 $2.50



************* 5-DIGIT 20814
FEB1288 03 0257
PW AQU9W 5205119
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 E W HWY
BETHESDA, MD 20814

The American

***Kirsten* 1854**

Young readers from 7 to 11 will enjoy this highly-acclaimed series of historical fiction about three lively girls from America's past. Full-color illustrations bring to life Kirsten's pioneer experience, Samantha's Victorian world, and Molly's home front adventures during World War II. Today's girls can compare the lives of these three and share their dreams and dilemmas of growing up—the friends they made, their struggles and successes in school, the excitement of their Christmas secrets and birthday celebrations. Kirsten, Samantha, and Molly are strong, independent girls, and their stories are told against the backdrop of the social issues of their times—immigration, child labor, and wartime sacrifices. Some things in their lives long ago were very different from today. But others—like families, friendships, and feelings—haven't changed at all. These are the timeless traditions The American Girls Collection celebrates and passes on to young girls today.

***Samantha* 1904**

***Molly* 1944**

PLEASANT COMPANY

7 North Pinckney Street
Madison, WI 53703
1-800-845-0005

Kirsten's Stories

MEET KIRSTEN
AN AMERICAN GIRL

Meet Kirsten
by Janet Shaw

Kirsten Larson and her family came to America from Sweden in 1854. Kirsten wonders whether she will ever feel at home in this new place. Everything seems so strange. Will America be the land of opportunity that Papa promises?

0-937295-00-0 (hc) $12.95
0-937295-01-9 (pb) $5.95

Kirsten Learns a Lesson
by Janet Shaw

Kirsten has a hard time in her new American school because she doesn't speak English well. Her only escape is playing with Singing Bird, her secret Indian friend. When Singing Bird suggests running away, Kirsten must decide where she belongs.

0-937295-09-4 (hc) $12.95
0-937295-10-8 (pb) $5.95

KIRSTEN LEARNS A LESSON
A SCHOOL STORY

KIRSTEN'S SURPRISE
A CHRISTMAS STORY

Kirsten's Surprise
by Janet Shaw

Kirsten wants to keep some of her family's old Swedish traditions alive for their first Christmas in the new country. She secretly plans a Saint Lucia celebration. But everything depends on a trip to town that turns into a dangerous adventure.

0-937295-18-3 (hc) $12.95
0-937295-19-1 (pb) $5.95

Happy Birthday, Kirsten!
by Janet Shaw

Exciting new things come to the Larson farm in the spring. Papa's new barn and Mama's new baby mean extra work for Kirsten. But she is rewarded when her tenth birthday becomes a happy celebration.

Available in January 1988.

0-937295-32-9 (hc) $12.95
0-937295-33-7 (pb) $5.95

HAPPY BIRTHDAY, KIRSTEN!
A SPRINGTIME STORY

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President, Terrence M. McDermott, Executive Vice President: Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Surface delivery to all other countries: 1 year $200. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $2.50, announcements $5.95 each. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development.

Publishers Weekly

VOLUME 232 NUMBER 19 *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* NOVEMBER 6, 1987
ISSN 000-0019

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
John Mutter *Paperbacks*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSOCIATE EDITORS
Sonja Bolle *Bookselling*
Penny Kaganoff *How-To Books*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

COPY EDITOR
Loretta Lettner Wilson

RESEARCH LIBRARIAN
Miriam E. Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

EDITORIAL ASSISTANT
Evelyn Etheridge

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler

INTERNATIONAL CORRESPONDENT
Herbert R. Lottman *Paris*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

ART DIRECTOR
Maureen Gleason

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Victoria Cervantes,
Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
MigDalia D. Afflick

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

A New Broom at the AAP 16
Nick Veliotes has been a vigorous leader in his first 18 months—and has received some good reviews *by Thomas Weyr*

DEPARTMENTS

NEWS OF THE WEEK 10
Bulls, Bears and Book Publishers: Assessing the Damage
Booksellers to Appeal Colorado Obscenity Law
Avon Announces 'Plus-4,' New Direct Retailer Incentive Plan
Reinhardt Quits CBC with Graham Greene
IRS and Expenses: Good News and Bad News for Publishers, Authors
Sen. Simon Sponsors New Library Bill
Bertelsmann Says Year's Sales Exceed Its Projections
1987 Nobel Laureates Published by FS & G, OUP
Kaufmann, Leaving Publishing, Specializes in Startups
S & S to Acquire British Publisher
Iacocca Bio to Be Issued in China
Cross Currents
Obituaries: Edward E. White

TRADE NEWS 24
Bantam Launching Shakespeare Series
'Hamlet': A Cause for Indecision
Stocking Up on Shakespeare

BOOKSELLING 28
Regional Roundup
SEBA Stages Showcase for Authors, Forum for Issues
237 Heed SCBA's Summons to Memphis

AUDIO/VIDEO PLUS . 33
In Their Own Voices: How authors are making the transition from page to tape
Audio Reviews: Author Readings

BOOK DESIGN & MANUFACTURING ... 46
Sprucing Up the Catalogue: Sales-minded art directors and computer technology are beginning to transform one of publishing's duller products
Electronic Front

PW INTERVIEWS 51
Arthur Miller

FORECASTS 53
Nonfiction 53
Fiction........................ 57
Paperbacks 63

COLUMNS

Highlights...................... 7
Letters 8
Calendar 8
People 15
Rights.......................... 21
My Say: *George Beahm* 22
International Front 31
Weekly Exchange 67
Paperback Bestsellers 72
Hardcover Bestsellers 74

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). MIDWEST: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); SOUTH: Robin Mays, R. R. Bowker Co., P.O. Box 88294, Atlanta, Ga. 30356 (404-998-2624). WEST: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Alan D. Brett, The Pattis Group, London (01.427.9000). Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

NEWS OF THE WEEK

EDITED BY MADALYNNE REUTER

Bulls, Bears and Book Publishers: Assessing the Damage

Media stocks underperform the Dow, but analysts and publishers remain optimistic

Although book-publishing stocks underperformed the plunging Dow Jones Industrial Average and did not rebound significantly in the week of trading after the October 19 market crash, analysts were relatively unperturbed.

Paine Webber's Kendrick Noble said he was "bullish but with caution." Two factors affect media companies, he said: "Their earnings are relatively consistent but their stocks are thin compared to other industries. So with illiquidity, they get hammered in periods of panic." He pointed out that media stocks were ahead of other industries during the past few months. "With some uncertainty," he said, "our best estimate is that the fourth quarter of this year and the first quarter of next year will be slightly down, but the year as a whole will be up."

Smith Barney's Edward Atorino said, "The world of publishing will not change. The stock market's decline had nothing to do with the business of publishing. These companies are very strong financially and relatively immune to this kind of correction."

In the wake of the crash, some developments were notable:

- Despite the fact that the Haft family, through its Dart Group Corp., suffered a $20 million loss when it sold one-third of its stake in takeover target Dayton Hudson, Robert Haft said the loss did not affect Crown Books, the discount chain he heads. Crown Books is a separate company with separate funds, he said, and in fact "has $30 million in cash in the bank available to open new stores or weather any storm."

He said the company would go ahead with its plans to open 10 stores in the near future and pointed out that the chain had started during the economic troubles of the late '70s. "We have gone through periods of economic uncertainty and done extremely well," he said. "Should the economy change for the worse, we would thrive in that atmosphere."

The stock of Crown Books, which is traded over-the-counter, had a high for the year of 17¼ and a low of 9⅛. It closed October 26 at 9⅛.

- Although analysts were divided on whether the capricious market would dampen the enthusiasm for acquisitions, several pointed to the 7.5% stake in Macmillan acquired October 22 by a group headed by Texan Robert M. Bass. Analysts said it was too early to know if the investment was friendly. The Bass group said its $68 a share purchase amounting to $128.5 million was for investment purposes.

AFTER THE CRASH

How book stocks fared in five days of trading

	52 Weeks as of October 16			
	High	Low	Oct. 19 Crash	Oct. 23
Addison-Wesley (Class B)	61¼	33	51½	46
Grolier	16¾	9¼	9	9⅝
HBJ (common)	13¼	6¾	6	4⅝
(preferred)	11¾	9¼	7⅞	7
Houghton Mifflin	41⅜	27½	30	24⅞
Macmillan	75⅝	39½	55	56¾
McGraw-Hill	84½	54⅛	54	54¾
Time Inc.	116⅞	65⅝	81	82
John Wiley	45½	31½	32¾	30

- Analysts also differed on the wisdom of stock buybacks. Of the media companies that announced a stock-repurchase program, McGraw-Hill is believed to have embarked on the largest. On the day after the crash, it said it would buy back up to 2.5 million shares at an estimated price of $130 million. Financing, it said, would come from internally generated funds or from short-term borrowings and the repurchased shares would be "used for general corporate purposes, including issuing shares to employees upon the exercise of stock options."

Ivan Obolensky of Sterling Grace warned that buybacks "may turn out to be a Pyrrhic victory. A buyback beefs up the stock price but it also shrinks liquidity and makes a company less attractive."

Smith Barney's Atorino called the action by McGraw-Hill, regarded as a potential takeover target, "a very sound defensive move." In addition to reducing the shares available to possibly hostile outsiders, he said, it supports the stock price and indicates financial strength. If stock prices stay down, he foresees many more buybacks.

Kevin Gruneich of First Boston said, "The announcement of a buyback is a good move, but I would wait until the market stabilizes before actually doing it. Valuation has gone out the window. A corporation could buy back its stock at $50 a share and see it go down to $45 for no apparent reason."

If interest rates go down, as Gruneich believes they will, a new round of takeovers could be precipitated.

Atorino also predicted "a brand new game of takeovers if stock prices stay low and investors can get financing. But it all depends on what happens when the dust settles."

Harcourt Brace Jovanovich and Macmillan were mentioned as the firms now at greatest risk.

Asked which companies are most likely to fare badly during a tumultuous market, Obolensky said, "Overdiversified and debt-ridden ones. Certain over-diversified communications companies look attractive. But they acquire businesses they can't manage. They hire whiz kids to run them who don't really know how." They also indulge in "romantic accounting" which gives them apparent strength on paper, he said.

Companies apt to fare best during uncertain economic times are educational publishers because the standards by which they are judged, like demographics, aren't linked to the market, Gruneich said. Sales of trade books, on the other hand, are unpredictable and subject to discretionary spending. Already, he pointed out, the number of titles overall has been reduced.

In another view, professional publishers are the most secure, according to Paul Neuthaler, formerly president of the Bertelsmann professional and technical publishing division and, before that, president of Warren, Gorham and Lamont. He is now associated with investor and publisher Theodore Cross and Joseph Palazzolo, presently completing the acquisition of Frost & Sullivan.

Professional materials as a rule are more profitable than general trade or school and college books, Neuthaler said. And among professional materials, the most profitable are those in the "hard" regulatory areas like taxation, accounting, law and banking, which are needed by the book-buyer, whatever the economic climate. "When the economy is difficult," he said, "it becomes damn difficult to publish a first novel."

Two trade publishers, both privately owned, stressed the uncertainty of the times but were far from pessimistic. (Publishers whose firms are publicly traded in New York or London did not reply to requests for comment.)

With a much lower anxiety level than heads of public companies, Farrar, Straus & Giroux's Roger Straus Jr. said the wayward market was "a wonderful media event, and I'm not sure but what I like it better than the World Series." Publishers would have to wait and see if the Wall Street turmoil was a "one week's panty raid or longer lasting," he said, and the impact could only be judged if people's buying habits changed.

Even in a recession, he said, he doubted the base market of regular book readers buying two or three books a month would change, even if their lifestyles did and they were forced to forgo a new house or car. "What may be affected is the top of the bestseller list, where you get people buying one or two books a year," Straus said. "I could see them forgoing that megabestseller, but it's hard to see the bread and butter part of the business affected significantly."

Alberto Vitale, head of Bantam/Doubleday/Dell, agreed: "Historically, the book business is antirecessionary. In a recession, people are less prone to buy houses, but they still buy books. Books give a lot of value for the dollar."

—MADALYNNE REUTER
WITH ADDITIONAL
REPORTING BY CALVIN REID

Booksellers to Appeal Colorado Obscenity Law

The Mountain and Plains Booksellers Association and five other plaintiffs are planning to appeal an October 6 Colorado District Court ruling upholding the constitutionality of the state's obscenity law.

MPBA president Matt Miller of the Tattered Cover Bookstore in Denver, a plaintiff in the suit, expects the Colorado Supreme Court to rule on the suit in about a year. "This started about six years ago as a juvenile-access law that was found unconstitutional," he said. "The present law is a rewriting of that law replacing the word 'decency' with 'tolerance.' We expect to apply the state constitution, which has a broader definition of freedom of speech than the U.S. Constitution."

The 1986 Colorado law prohibits booksellers from selling materials that do not meet "community standards of tolerance," and enables property owners in the vicinity of the bookstores to seek damages. The plaintiffs charge that these terms are broad and undefinable and therefore restrictive of freedom of expression, particularly under the state constitution.

Judge John N. Mullen of Colorado State District Court, in holding that the law is in accordance with the state and U.S. Constitution, said that the evidence did not indicate that the statute interfered with "the interchange of ideas for the bringing about of political and social change," and that the law is intended to prohibit "hardcore sexual conduct for commercial gain."

Max Lillienstein, American Booksellers Association counsel, told *PW* that the Supreme Court has held that state constitutions can protect speech even in instances where the First Amendment does not. "The significant issue is whether the speech rights in state constitutions can be expanded. The Colorado statute is similiar to obscenity laws that other states have held constitutional under the First Amendment. That's why this appeal is so important."

Avon Announces 'Plus-4,' New Direct Retailer Incentive Plan

Like the Bantam/Doubleday/Dell group, Avon Books is offering all direct retail accounts a new incentive plan.

The program, called "Plus-4," is "an effort to respond to the current needs of an important segment of the bookselling community," according to Avon president and publisher Rena Wolner.

Under the terms of Plus-4, which begins January 1, retailers can earn incentives of up to 4% over the base discounts by improving net unit and dollar sales. A 12.5% improvement will earn the retailer the maximum 4% allowable. For increases in net sales over the retailer's prior two-year average, added discount points will be earned as follows: for increases of 5% to 7.49%, booksellers will earn an additional discount of one percentage point; for increases of 7.50% to 9.99%, two points; for increases of 10% to 12.49%, three points; and for increases of 12.50% or greater, four points.

The incentive base will be calculated using the average of the retailer's net sales with Avon for the prior two years (calendar 1986 and 1987 for the 1988 incentive year). To participate in the program, customers must be established retailers for at least one year. Percentage increases over base will be measured in units or dollars, whichever is lower. Incentive earnings will be credited at the end of the first quarter of the next year (1989).

Accounts will be eligible to participate in the 1988 program provided their return percentage for calendar year 1987 is no greater than 35%; to earn any incentive, an account must maintain a minimum 75% sell-through for calendar year 1988.

Plus-4 is applicable to all Avon books, including trade paperbacks as well as mass market, Avon Flare and Camelot.

News of the move came as *PW* went to press, and there was no opportunity to get comment from the Northern California Booksellers Association on how the new Avon program might affect the NCBA's antitrust suit against the publisher.

Reinhardt Quits CBC with Graham Greene

Max Reinhardt has resigned as chairman of the Bodley Head and as a director of the Chatto, Bodley Head & Cape group in London, recently acquired by Random House, to set up his own line of books. Among the authors he will take with him to Reinhardt Books will be Graham Greene (who has a new novel, *The Captain and the Enemy*, coming out next year), Alistair Cooke and Maurice Sendak.

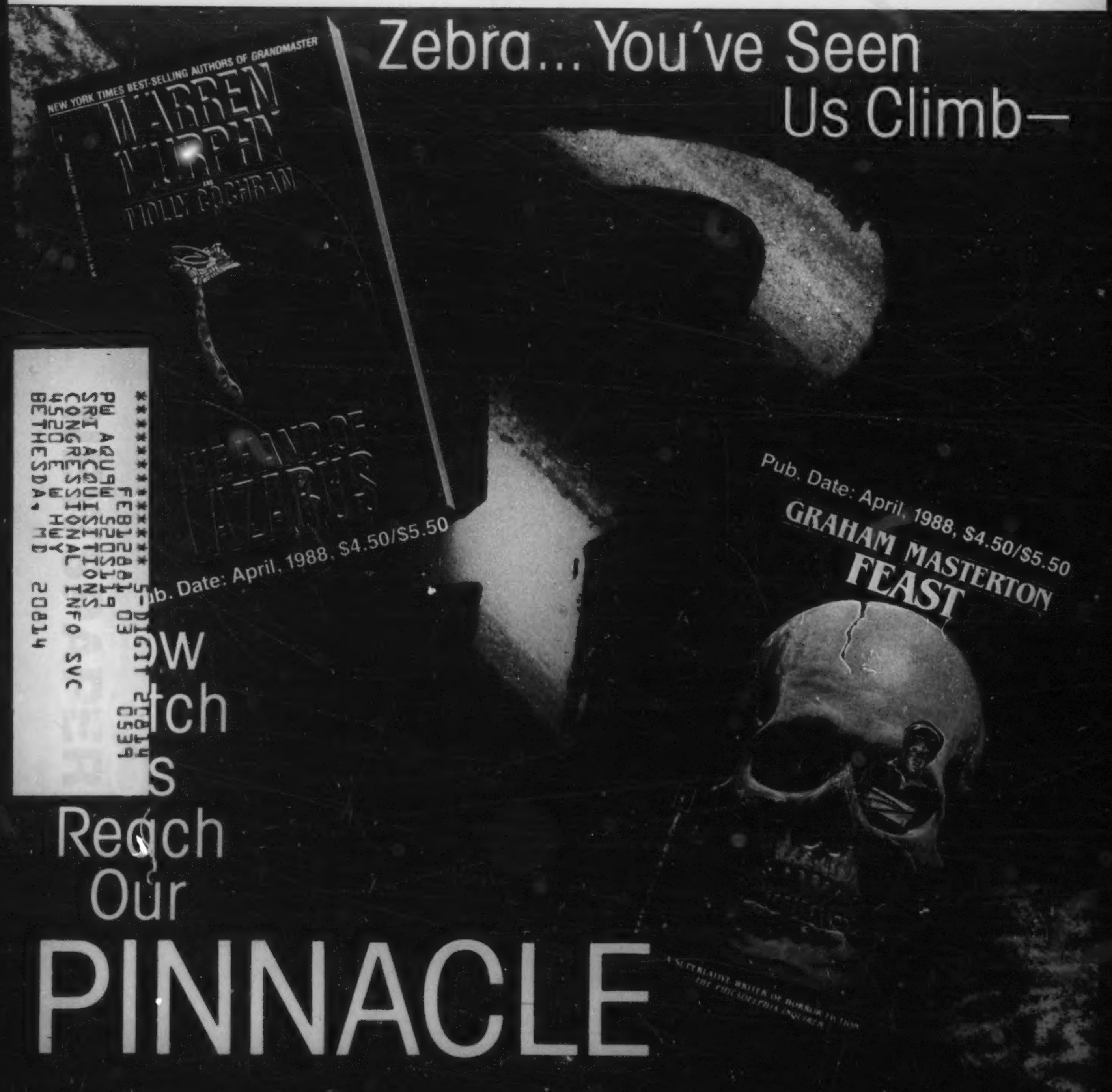
Reinhardt, who bought the Bodley Head in 1956, said his departure was not related to the takeover by Random House, and that he welcomed the association with the American firm, which he said was a means of giving "proper central management to the whole CBC Group." Reinhardt is reported, nevertheless, to have attempted a management buyout of Bodley Head at the time. In addition to his Reinhardt list, he also will run the Nonesuch Press, in which he has acquired all rights.

- C1852-2 -
11/18/87

The New Mega-Discounting: Dan Mendenhall Speaks
Publishing Issues: How Menacing Is the Red Menace? • Publishers Recall the Depression
Spanish Printers Eye the U.S. Market • National Book Award Winners

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* NOVEMBER 20, 1987 $2.50


Zebra... You've Seen
Us Climb—
NEW YORK TIMES BEST-SELLING AUTHORS OF GRANDMASTER
WARREN MURPHY
AND
MOLLY COCHRAN
THE HAND OF LAZARUS
Pub. Date: April, 1988, $4.50/$5.50
Pub. Date: April, 1988, $4.50/$5.50
GRAHAM MASTERTON
FEAST
A SUPERLATIVE WRITER OF HORROR FICTION
THE PHILADELPHIA INQUIRER
ow
tch
s
Reach
Our
PINNACLE

*************** 5-DIGIT 20814
FEB1228A1 03 0539
PW AQU9W 520S19
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 E W HWY
BETHESDA, MD 20814

Zebra... You've Seen Us Climb—

ISAAC ASIMOV
A NATIONAL BESTSELLER IN THE TRADITION OF LEWIS ORDE AND CYNTHIA FREEMAN!
"ENGROSSING, MESMERIZING... A RICH, WONDERFUL SAGA THAT KEPT ME TURNING THE PAGES UNTIL THE VERY END!" —REX REED
LOVERS
NORMAN STAHL
IN A FROZEN LAND OF ANCIENT MYSTERIES A MIGHTY HERO IS BORN!

Pub. Date: April, 1988.
$3.95/$4.95
A Doubleday Hardcover

Pub. Date: April, 1988, $4.95/$5.95
A Donald I. Fine Hardcover

Pub. Date: April, 1988, $3.95/$4.95

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Surface delivery to all other countries: 1 year $200. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $2.50, announcements $5.95 each. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development.

Publishers Weekly

VOLUME 232 NUMBER 21 *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* **NOVEMBER 20, 1987**
ISSN 000-0019

PUBLISHER
Neil A. Perlman
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Ellen Mangin
SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*
SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
John Mutter *Paperbacks*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*
ASSOCIATE EDITORS
Sonja Bolle *Bookselling*
Penny Kaganoff *How-To Books*
ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*
COPY EDITOR
Loretta Lettner Wilson
RESEARCH LIBRARIAN
Miriam E. Phelps
ADMINISTRATIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler
INTERNATIONAL CORRESPONDENT
Herbert R. Lottman *Paris*
CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*
DIRECTOR OF THE ART DEPARTMENT
Barrie Stern
ART DIRECTOR
Maureen Gleason
DIRECTOR OF PRODUCTION
Robert Elder
EDITORIAL PRODUCTION MANAGER
Jane Perkinson
SENIOR PRODUCTION EDITOR
Nancy Brown
PRODUCTION EDITORS
Cheryl Brown, Victoria Cervantes,
Ann Yazejian
ADVERTISING PRODUCTION MANAGER
Lorena Parrish
ADVERTISING TRAFFIC COORDINATOR
Leonora Waters
ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson
ADVERTISING PRODUCTION ASSISTANT
MigDalia D. Afflick
DIRECTOR, ADVERTISING SALES
Alan Schlanger
CLASSIFIED ADVERTISING MANAGER
Frieda Johnson
PUBLISHING MARKETPLACE MANAGER
Jane Belostock
CIRCULATION DIRECTOR
Joan Roman
CIRCULATION MANAGER
Christine Duffy

FEATURES

How the Book Trade Survived the Great Depression 19

It was a tough time, but publishers knew how to find, make and sell good books *by Chandler B. Grannis*

Publishing Issues

How Menacing Is the Red Menace 23

Do novels portraying Soviets as villains influence our perceptions of the U.S.S.R.? *by Edward Beecher Claflin*

DEPARTMENTS

NEWS OF THE WEEK 11
- Korea Says Piracy Accord Can't Be Enforced
- 10 Win $25,000 Whiting Awards
- Harper's Pomerance to Leave Publishing, Enter Law
- Contracts: Panel Attempts New Look at Old Conflicts
- Suprise Winner, and Political Tone, Mark NBA
- Justices Quiz Both Sides in Virginia Minors Access Law
- AAP Sales Report for Sept.

TRADE NEWS 26
- History of Tobacco Industry by Kluger Announced by Knopf
- Scribners to Publish the Letters of Edith Wharton
- Doubleday, Dell Get Second Novel by Stephen Coonts
- Back to Press
- PAJ Branches Out Dramatically into Fiction

BOOKSELLING............ 31
- Hurts, Remainders or What?
- Megadiscounting by Mendenhall and look-alike warehouse retailers causes conflicts
- A Holiday Guide to Wholesaler Services

AUDIO/VIDEO PLUS .. 39
- Peale Launches Audio Publisher for Positive-Thinking Authors
- Word How-To Library Offers Spiritual Perspective

BOOK DESIGN & MANUFACTURING 42
- Paper Buying Strategies
- Spanish Printers Cast Glances at U.S. Market
- The Manufacturing Front

PW INTERVIEWS....... 51
- Steve Sohmer

FORECASTS.............. 53
- Nonfiction 53
- How-To Books 56
- Fiction 59
- Paperbacks 64

COLUMNS

Highlights 9
Letters 10
Media 10
Calendar 10
People 18
Rights 25
Talk of the Trade 30
Southern Spotlight 38
Letter from the Midwest... 41
My Say: *Charles R. Larson* 49
Weekly Exchange 68
Paperback Bestsellers 72
Hardcover Bestsellers 74

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chasen (212-463-6810); Holly Maleikian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, R. R. Bowker Co., P.O. Box 88294, Atlanta, Ga. 30356 (404-998-3624). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

AAP Sales Report for September

Category	% change, September	% change, YTD
Adult hardcover	25.6	13.7
Adult paperback	-0.2	13.9
Juvenile hardcover	15.7	22.7
Juvenile paperback	25.6	20.6
Univ. Pr. hardcover	14.3	7.3
Univ. Pr. paperback	13.2	10.3
Bibles, etc.	72.6	17.5
Mass market paperback	-12.2	9.3
Book club	28.9	13.3
Mail order	-2.1	2.4
Sci-tech	-5.3	11.2
College texts	4.7	4.2
School texts	5.5	5.6

Supreme Court Justices Quiz Both Sides in Virginia Minors Access Law

The eight sitting U.S. Supreme Court justices came down hard November 4 on both sides in a dispute concerning a Virginia law governing displays in bookstores.

Most of the justices participated in the hard questioning of lawyers for Virginia and for the American Booksellers Association, giving little indication of the final outcome, other than that they may remand the case to lower courts to resolve technical questions.

At issue in the case is a 1985 amendment to a Virginia law that drew on two previous Supreme Court decisions, one defining obscenity and the other endorsing restrictions on sale of pornography to children. The amendment outlaws the display of questionable books in such a way that minors could read them. Forty-eight states have similar laws.

The ABA, joined by publishers, distributors, college bookstores, authors, the American Civil Liberties Union and two Virginia stores immediately challenged the constitutionality of the law, even though the state had not yet moved to enforce it. The lower courts ruled in favor of the booksellers.

Much of the questioning concerned evidence admitted in the District Court trial showing that 5%–25% of the materials sold by general bookstores would fall within the Supreme Court's definition of obscenity in *Miller* v. *California* as it would be applied to juveniles. The work had to appeal to their prurient interests, be patently offensive to them and lack serious literary, artistic, political or scientific value.

The booksellers did not challenge that definition contained in old law, but brought suit after the Virginia legislature amended it to say that the knowing display of such material "in a manner whereby juveniles may examine or peruse" it was unlawful.

Richard B. Smith, assistant Virginia attorney general, opened the arguments with a statement that if the booksellers were correct that works by Joyce and Faulkner, and the *Penguin Book of Love Poetry* would be reached by the law, then "we should lose the case. Virginia has no desire to restrict that type of material."

Several justices picked up on that statement, with John Paul Stevens asking Smith why the state didn't challenge the District Court statistic and if it did not, "why shouldn't we accept that as fact?" Smith said the court just assumed the figure to be correct.

Several justices pressed him, Byron White saying, "If we find the court of appeals defined the law more broadly than you, we might take the court of appeals view." Smith had said the range of books covered by the law "is a very narrow range . . . borderline obscenity."

Chief Justice William Rehnquist said that if pornography is involved, the percentage of books affected makes no difference. Justice Antonin Scalia agreed. Smith acknowledged, however, that if the law were to affect a large percentage of books, it would be too burdensome on booksellers. Smith said, "On an everyday bookstore, that is correct."

Paul M. Bator, with the Chicago firm of Mayer, Brown & Platt, came under equally harsh questioning by the justices, who wondered why sectioning off part of a bookstore "for adults only" or "for children only" would be an onerous idea.

Bator responded that doing so would change the very nature of bookstores. After listening to that line of questioning, Bruce Rich, of Weil, Gotshal & Manages, said, "I didn't get the sense that there are any bookstore browsers on the bench."

Bator said that if the law were upheld booksellers would have to practice "self-censorship, leading to excessive burden on adults, which would make this statute unconstitutional."

—H.F.

Is Maxwell Communications Angling For Bell & Howell?

After its recent acquisition of 2.3% of Bell & Howell & Co., Maxwell Communications Corporation appears to have joined Macmillan and the Bass group investors in considering a takeover of the publishing and information services concern.

In a letter to Bell & Howell chairman Donald N. Frey, Robert Maxwell, chairman of Maxwell Communications, declared that his company intends to seek antitrust clearance so that, "Should the opportunity present itself to do a transaction . . . regulatory requirements would not impede or delay us." In the letter Maxwell also assures the company that his intentions are not hostile, though he observes, "We wish to avoid battles and join them only if we're forced to."

A Bell & Howell spokesman emphasized that the company wishes to remain independent.

Maxwell failed in a $1.7 billion takeover bid for Harcourt Brace Jovanovich this summer and is reported to be intent on acquiring a major American publishing firm. Bell & Howell's textbooks and information services would "fit us like a glove," Maxwell has said. Bell & Howell's 9.38 million shares, plus an additional 1.2 million shares held in executive stock options and preferred stock, would cost at least $600 million, although that figure would rise in a takeover battle.

Bell & Howell has been regarded as a takeover target in recent months. In September Macmillan, another educational publisher, bought a 6.6% stake in the company, a move it described as being for investment purposes (News of the Week, Sept. 25). But in October the company raised its position to 7.7% and said that some action to seek control might be considered. A group of investors headed by Texan Robert M. Bass owns 15.9% of Bell & Howell and is reported to have met for talks with Bell & Howell management.

Bell & Howell earned $32.9 million on sales of $853.4 million last year. In addition to publishing textbooks and operating database services, it owns Merrill Publishing, an educational publisher.

Maxwell Communications Corporation is reported to be the U.S.'s second largest commercial printer. In 1986 it earned net income of £60.3 million on sales of £461.7 million. It owns Britain's tabloid *Daily Mirror* and has extensive investments in television, printing and publishing.

How The Book Trade Survived THE GREAT DEPRESSION

It was a tough time, but publishers knew how to find, make and sell good books

BY CHANDLER B. GRANNIS

Twelve years ago, some legendary publishing figures reminisced to PW *about the daunting decade of the 1930s. Because their experience could be instructive today if, as some forecasters fear, October 19, 1987 ushers in the same kind of hard times that October 24, 1929 did, we reprint excerpts from the March 10, 1975 articles.*

© Nelle Davis

"Somehow we managed to manage," said Storer B. Lunt, sales manager for the very young firm (1926) of W. W. Norton, talking of the Great Depression.

The industry survived because it applied commonsense procedures progressively as the crisis deepened. Overhead costs, especially for administration and space, were kept very low. Profit expectations, if any, were also low. Everyone took salary cuts. Many had unpaid vacations. Expense accounts were barely visible. Title output was slashed. Book prices remained modest. Sales efforts were persistent.

Besides cutting titles, publishers cut print orders severely. Census of Manufactures data indicate a nationwide drop in numbers of copies of all books printed, from 1929 to 1933, of about 48%. School book production dropped in the same period by 40%; fiction, by about 57%. Among other groups, fine arts book output dropped 71%; history, 63%; science and technology, only 25%. Most editions were small. "Small" could mean anythng from several thousand to under 2000, even under 1000 copies.

The industry's dollar receipts seem to have ranged between $200 million and $300 million in the '30s. It was a tiny segment of the American economy, but it is rightly remembered as one of the more fortunate areas.

Trade Firms and Their Markets

Donald S. Klopfer of Random House was one of several who pointed out the relatively happy

---

Grannis joined the staff of Publishers Weekly *in 1936.*

position of the book world in the Depression: "The publishing industry was lucky on the whole. We were not making any fortunes, but we survived." Having acquired and developed Modern Library in 1925, he and Bennett A. Cerf organized Random House in 1927. Even in the Depression, Klopfer recalls, "We were growing and made at least some money every year, and we put it in the business. We just took salaries, and those were not high."

Cass Canfield of Harper pointed out that, after the 1929 stock crash, "sales held up well for a long while. They didn't drop until late 1932, and then they dropped probably two-thirds. One point about the Great Depression was that it lasted so long; we didn't really recover until the war years." One of the very important reasons for publishers' survival, Canfield said, is that, as sales were dropping in the early '30s, costs were dropping, too. "Our cash position was good because we were spending less. Paper prices were depressed, and we were not making many books."

"For Norton," said Storer Lunt, "the plug was pulled in 1932 when our bank failed and our working capital was frozen. As I remember, we directors got at least some capital by digging into our own pockets and we also went around the corner to the old Bank of Manhattan. They looked at us (Warden Norton, Howard Wilson and me) and after a nice talk they gave us all the credit we needed."

The One-Order Day

"The absolute low was one day's business which consisted of one order for one copy of one book, appropriately entitled *The Revolt of the Masses* by Ortega," continued Lunt. "There was one year when the annual business totalled only $128,000.

"I was covering, four to six times a year, 26 cities as far west as Minneapolis-St. Paul, and New York City from Morningside Heights to Brooklyn. Travel was only by train, in coaches and upper berths, and I stayed at second-rate hotels. Travelers would be out on the road two or three weeks or a month at a time; there were no quick airplane trips for a day or two out and back.

"Trade publishers were relying on backlist titles and bestsellers. Single-copy orders were welcome, and the smallest outlets were called upon. Many bookstores failed, and the credit problem for all shops was acute. We had to be darn careful about giving credit,

Returns Are Born

No one is certain when the policy of outright selling began its erosion, but certainly the word "consignment" was on many lips before October 24, 1929. One reason was that too many publishers were printing 3000 copies of a book, selling around 850 and taking a pasting on the remaining 2000 or so. In those days there was just one remainder king, Max Salop, founder of Harlem Books. He would pick up a book, heft it and make one of two statements: "It weighs good," or "It weighs bad." If a book weighed bad—and most novels and nonfiction titles did—10 cents was considered a handsome offer.

As the '30s and the Great Depression arrived simultaneously, the problem of outright selling became acute. Bookstores' orders for new titles dropped so dramatically that by 1931 virtually every publisher was offering its books on a two-way basis, outright and consignment. In other words, if a book buyer said, "I'll take five," the salesman would say, "How abut five more on consignment?"—or, as it came to be called, "five for the window," a phrase that somehow conveyed the hope that the second five would be prominently displayed.

To the best of my knowledge, the revolutionary change in marketing policy involving automatic returns came about after a 10-minute talk between Dick Simon of Simon & Schuster and myself.

"Look," he said, in effect. "We're the entrepreneurs. When we take a book it's because we think it will sell. Why should the bookseller take the rap because we made a mistake?"

"No reason," I said. "Besides, we've fewer stores to sell to every week."

We sat down together and wrote a notice to the trade, something like this:

"Simon & Schuster ships you books that we hope and expect you will sell. If they don't, it's our boner, not yours.

"Therefore, effective at once, all Essandess books in your stock which you consider excess inventory may be returned to us at any time with full credit.

"We hope this new policy will make your life more livable."

The announcement created slightly more than a mild stir in the book trade. Most publishers were outraged at the idea, a few approved. Yet inside of a year more than a dozen houses adopted the same policy or variations on it and by the mid-'40s virtually the entire industry was accepting full returns, with or without minor penalties.

—Albert Rice Leventhal

***Leventhal** was associated with Simon & Schuster for 25 years, ultimately as executive v-p.*

but we took more chances than we would now, and we took back stock that a bookseller was stuck with—by arrangement with the individual dealer. There was no regular system of returns."

"The trade market was there all the time," Donald Klopfer said. "Books were a cheap form of entertainment and knowledge. We were fortunate to have the Modern Library." With its careful selection and significant and exciting authors, "Modern Library at 95 cents kept going up in sales, and we kept adding and dropping titles. When we won the censorship battle for James Joyce's *Ulysses* late in 1933, we put the book into the Modern Library Giant line at $1.

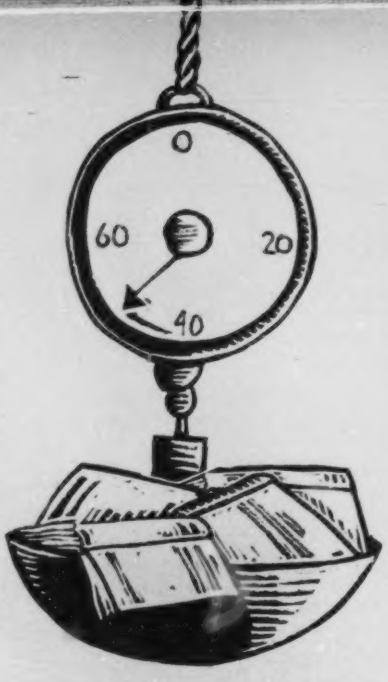
"We generated our own capital; we paid printers' bills on time; we didn't expand very much. When rumors got around that President Roosevelt was going to close the banks, I took a cash check to our bank so as to set aside enough money to meet our payroll. Paper salesmen were knocking at our door during the Depression. Not a great many bookstore accounts were lost."

Cutting the Lists

For a time, of course, the book business did hurt. Speaking on "The Book in the Economic Depression," Herbert E. Jenkins, vice-president of Little, Brown, said (*PW*, March 25, 1933): "It is generally conceded that trade publishers' sales have been reduced 50% or more in the last three years." He reported salary cuts and reduction of personnel and added: "Three dozen of the largest and most active trade publishers actually cut their listings by 20%."

Reliable market breakdowns were not being compiled for the book industry in 1930s, but the sharp falling off of retail sales was crucial to trade publishers, even though they could not measure its total dimensions. No wonder, therefore, that, as Storer Lunt recalls, "for publishers, a book club selection or a bestseller made all the difference in the world." Book club business was another area that was not adequately measured; but at least the two main clubs—Book-of-the-Month and Literary Guild, both dating from the mid-1920s—stayed in business and had several hundred thousand subscribers each.

One major retail outlet that nearly went under was Brentano's. It had overexpanded just before the crash, was placed under publisher trustees and in early 1933 went into bankruptcy. But it was reorganized and kept afloat, because the industry needed it.



Census of Maufactures: Millions of Copies Printed

Year	*Total Books*	*School Text Books*	*Fiction Only*
1927	219.28	83.85	34.09
1929	235.36	80.19	26.88
1931	154.24	65.29	19.25
1933	120.79	48.07	11.53
1935	140.65	69.18	15.24
1937	197.36	72.77	25.45
1939	182.32	63.27	14.81

(Figures extracted from Census of Manufactures reports in PW, *January 21, 1933, and May 23, 1942.)*

For the library market, too, totals are hard to come by, but the NABP in 1933 reported, as indicators, the slashing of book budgets in several large systems. Among these, Philadelphia had no book budget at all in 1932 and 1933; the Chicago systems book budget dropped from $6000 to zero in those two years; and New York's book fund shrank from $261,050 to $60,431. At the same time, people were flocking to libraries; the ALA reported a four-million leap in enrollments nationally by 1933.

The Depression had barely begun when, sensible of long-existing problems, the industry sponsored an unprecedented study of its condition. In 1930, on the initiative of the NABP and with financial cooperation from the ABA, Employing Bookbinders, ALA and others, an "Economic Survey of the Book Industry" was made by a banker and economist, O. H. Cheney, and his staff. NABP published the report in 1932. It was acerbic, controversial, stimulating and is debated to this day. It presented new material about readers and buyers, libraries and the breakdown of book markets. Its chief recommendations (among 97 given in a closing summary) dealt with improving distribution and trade relations, reducing waste and "redistributing burdens and hazards." It urged tighter management, better statistics, cooperative promotion.

The Textbook Picture

Curtis G. Benjamin of McGraw-Hill recalled how the Depression affected college and professional books. He had joined the firm in 1928 as a college textbook traveler covering 14 Western states and two Canadian provinces. When the stock market crashed in 1929, he didn't see much effect at first in the West; but in the period from 1928 to 1932, McGraw-Hill's book business dropped by half.

One source of strength for books in a time of recession, Benjamin said, is that many people managed to go back to school and somehow to spend a bit on books for classes or self-instruction. McGraw-Hill, he remembers, sold books for the New Deal's Civilian Conservation Corps and for vocational training and university extension—more than for regular college courses.

In October, 1932, Benjamin came back to New York to become manager of the college department. "I am probably," he said, "the only man in the book business to have gotten a raise and a cut in salary in the same sentence. Our president, Martin Foss, said: 'We'll start you at $6000' (or whatever it was per year), 'but since we have all taken 20% cuts, *you* will take that cut too."

The school textbook output for the period 1927–1939—at least so far as it was reported for compilation in the then biennial U.S. Census of Manufactures—fluctuated very widely. But regardless of quantity, winds of social change were reshaping the content of many textbooks, leading eventually to attacks by would-be censors. But such attacks were less virulent during the Depression than later.

At the retail end of the business, booksellers struggled, lived on minuscule salaries and tried every sales device they could. American Booksellers Association conventions, increasingly as the Depression went on, gave heavy attention to methods of promotion and efficient store management.

To most booksellers, price stability was a clearcut matter of survival. The ABA since 1900 had fought for it and lost, and fought again. In 1933, therefore, the booksellers welcomed—as did most publishers as well—the chance to establish fair practices and price stability under the National Recovery Administration (NRA). This was done through the writing of publishing, retailing and other book industry codes of practice. To everyone's consternation, however, the Supreme Court ruled against NRA on May 17, 1935 (during the ABA convention!). Price wars instantly broke out. In New York it was Gimbel's *vs.* Macy's, with Modern Library getting down to nine cents a volume. A New York fair trade price law then went into effect, and brought some stability.

Title Output

Year	*Total New Books*	*Fiction*
1929	10,187	2,142
1931	10,307	1,942
1933	8,092	1,806
1936	10,436	1,899 *
1938	11,067	1,663
1939	10,640	1,547

** figures not reached again until postwar flowering of paperbacks.*

A good deal of information about contemporary bookselling practices is contained in the draft of the Booksellers' Code, submitted by the ABA and the National Association of College Stores. The Code set up a 45-hour week (52 for peak periods); a $14 weekly minimum wage in cities of over 500,000; $13.50 in cities of 100,000–500,000; $13 in smaller places—except that wages were $1 less in the South.

Institutional discounts were pegged at 10%. Overstock was not to be sold at reduced prices until one year after publication, except for secondhand and shelfworn books. Publishers' remainders of fiction were to be reduced in price only afer two Christmas seasons; nonfiction, after two years from publication. Reduced-price reprints of nonfiction were not to be sold until a year after publication, nor a reprint at $1 or less, until after two years. Misleading ads and invidious references to bookstores and prices were banned. At the time of NRA, clearly, it was cutrate competition that chiefly exercised booksellers.

What Was Selling

The ultimate strength of the book industry in the Depression lay, of course, in its products. Many books remained bestsellers for more than a year.

Some of the outstanding sellers of the era are memorable; for example: *Anthony Adverse*, 300,000 in 1933 and 176,000 in 1934; *Seven Gothic Tales* in 1934; *Lost Horizon* and *Of Time and the River* in 1935; *How to Win Friends and Influence People*, 729,000 copies in 1937; *The Late George Apley* and *The Flowering of New England* in 1937; *The Grapes of Wrath*, 300,000 in 1939; and in 1940 *How Green Was My Valley*, *Kitty Foyle*, *Mrs. Miniver*, *For Whom the Bell Tolls* and *The Nazarene*.

James T. Farrell and John Dos Passos were publishing their famous trilogies in the 1930s. Poets and social critics published important works: Edna St. Vincent Millay, Archibald MacLeish, Carl Sandburg, Edmund Wilson, Lincoln Steffens, Walter Lippmann. The WPA Federal Writers' Project, 1935–1939, helped thousands of writers and turned out the notable U.S. Guides series. In the stores, *Gone With the Wind*, with its first half-year sale of a million copies, stimulated business at the end of the decade.

So, in essence, the book industry "managed" because skilled bookmen and bookwomen were running it and knew how to find, make and sell good books. ☐

The Remainder Scene

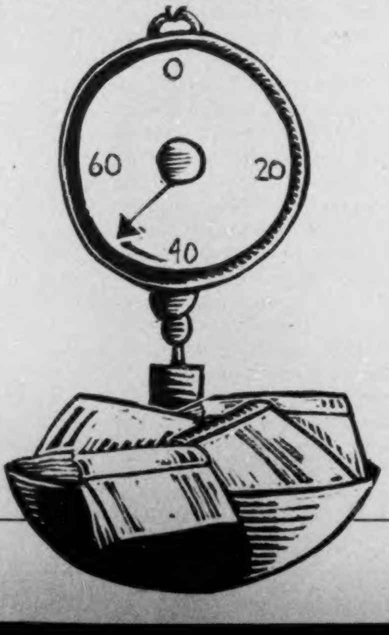
The going rate from remainder houses was usually a dime a book, with higher prices grudgingly paid, not because of the contents, but merely because the volume happened to weigh more than the average novel.

These entrepreneurs would then sell the remainders to cigar stores, stationery shops, druggists or any other retailer who could be persuaded that if he bought a $5 biography for 50 cents it would be easy to dispose of it for at least $2. Of those doleful days it was truly said that a book that proved to be a drug in a bookstore eventually ended up as a book in a drugstore.

Many booksellers decided to get a piece of the action. A new gambit, started by one bookseller in New York, and immediately imitated from coast to coast, was to tie four books in a bundle (usually four mystery novels, on the theory that people were looking for escape literature) and then place a sign above the bundles reading: *"Buy a bundle of mystery stories—days of exciting reading—only a dollar a bundle!"*

Probably the lowest point to which the selling of books at retail ever sank was when a bookshop on Times Square placed two barrels of books outside, with a sign which read: *"All the books you can carry! For only one dollar!"* —MICHAEL GROSS

GROSS *was an expert on the promotion of remainders.*

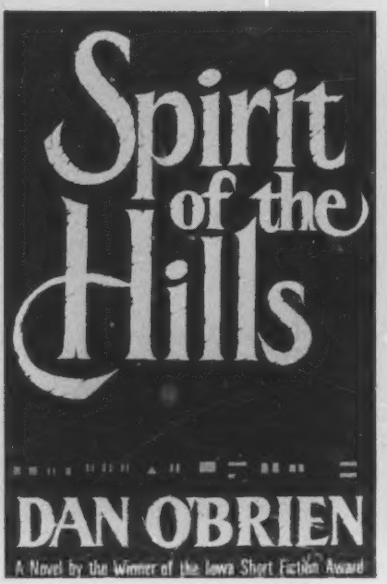


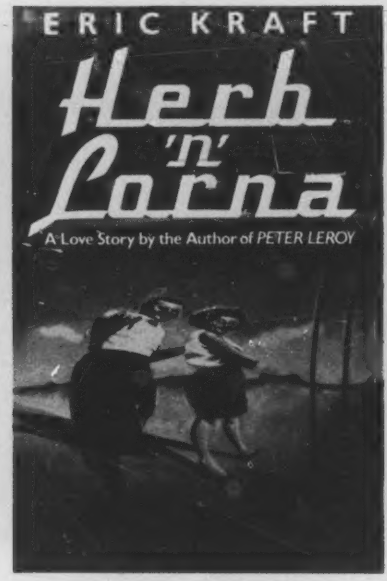
- C1852-2
12/28/87

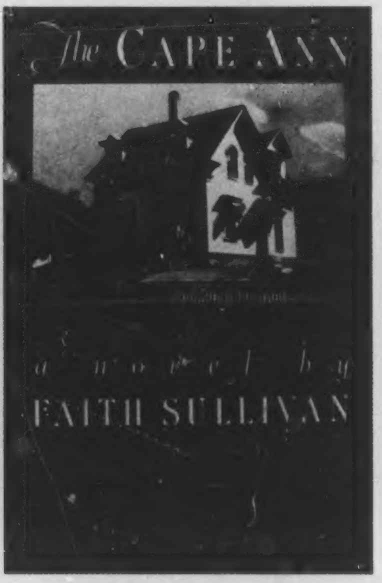
Is There a Short Story Boom? • Publishing Education: Changing with the Times
Beginnings: Children's Authors and Illustrators Describe Their Debut
Miami's All-Star Book Fair • A New Award Program for Small Publishers

Publishers Weekly

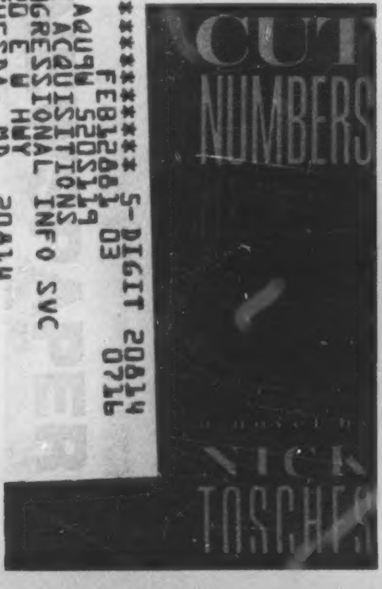
A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* DECEMBER 25, 1987 $2.50

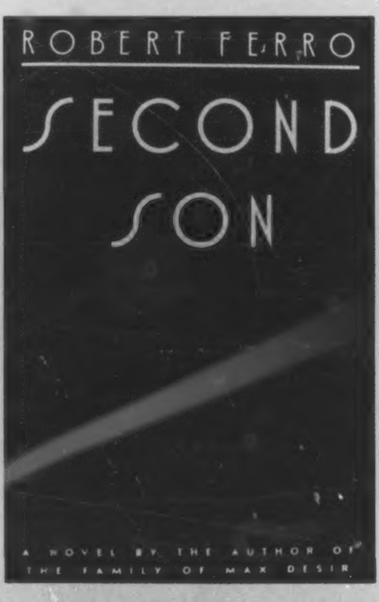

Spirit of the Hills
DAN O'BRIEN
A Novel by the Winner of the Iowa Short Fiction Award

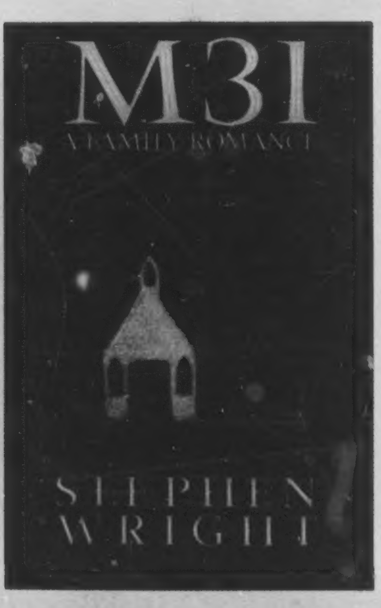

ERIC KRAFT
Herb 'n' Lorna
A Love Story by the Author of PETER LEROY


The CAPE ANN
a novel by
FAITH SULLIVAN

NEW VOICES


CUT NUMBERS
a novel by
NICK TOSCHES


ROBERT FERRO
SECOND SON
A NOVEL BY THE AUTHOR OF THE FAMILY OF MAX DESIR


M31
A FAMILY ROMANCE
STEPHEN WRIGHT

*************** 5-DIGIT 20814
FEB12881 03 0716
PW AQUPW 520S119
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 E W HWY
BETHESDA, MD 20814

NEW VOICES IN FICTION

Second Son

by Robert Ferro
author of *The Family of Max Desir*

The Family of Max Desir became a cause célèbre among critics across America. *Second Son* is Ferro's new novel about family, love and Mark Valerian, a man stricken with a devastating disease. "*Second Son* is transcendently beautiful; exquisitely written, exquisitely restrained. Its skillfully drawn characters come alive with an incandescent power as they struggle to preserve the romance, the passion, the tenderness that is vital to body and spirit. . . .Rich, poignant, unforgettable."—Anne Rice. February. (568152) $17.95

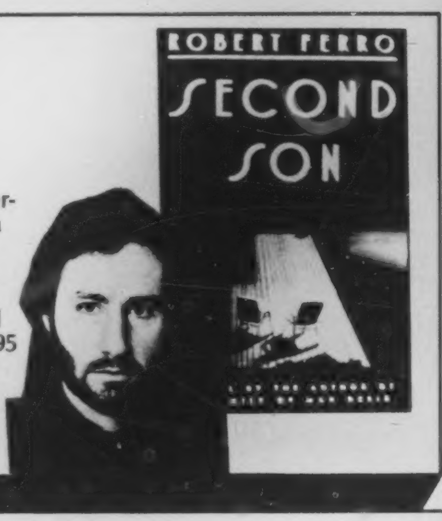
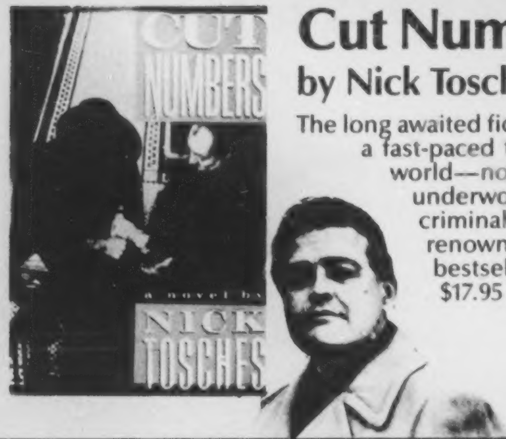


Photo: © Gene Bagnato



Cut Numbers

by Nick Tosches

The long awaited fiction debut from the author of *Hellfire, Cut Numbers* is a fast-paced thriller set inside New York's organized crime underworld—not the slick, powerful crime machine of myth but the real underworld of numbers runners, gamblers, drunks, and petty criminals. Written in the powerful style for which Tosches is renowned, *Cut Numbers* reveals the Mafia's tawdry heart in the bestselling manner of George V. Higgins. March. (568705) $17.95 *A Harmony Book*

Photo: © Judith Wilmot

M31: *A Family Romance*

by Stephen Wright

Wright's first novel, *Meditation in Green*, winner of the Maxwell Perkins Prize for best first novel, was lauded as one of the most powerful and original books ever written about the Vietnam experience. *M31: A Family Romance* brilliantly confirms his remarkable talent. Through an eccentric husband-and-wife team of UFO experts (Dot and Dash!) who preach that we are all descendants of a race from Galaxy M31, Wright explores a powerful, mysterious strain of American pop culture that fascinates and disturbs millions—the world of UFO believers. April. (568691) $16.95. *A Harmony Book*

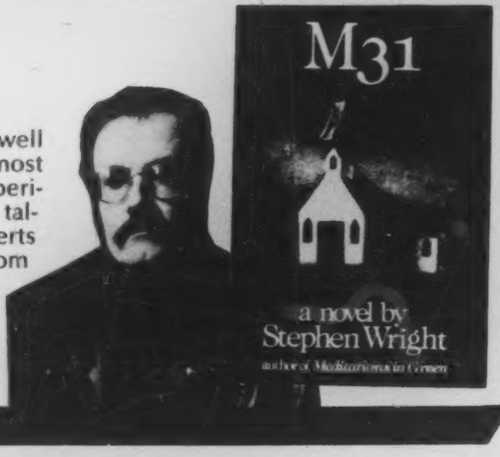

M31
a novel by
Stephen Wright
author of Meditation in Green

Photo: © Jerry Bauer

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Surface delivery to all other countries: 1 year $200. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $2.50, announcements $5.95 each. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development.

Publishers Weekly

VOLUME 232 NUMBER 26
ISSN 000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

DECEMBER 25, 1987

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
John Mutter *Paperbacks*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSOCIATE EDITORS
Sonja Bolle *Bookselling*
Penny Kaganoff *How-To Books*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

ART DIRECTOR
Maureen Gleason

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Is There a Short Story Boom? 25
Anthologies are picking up, there's more review attention, some writers are becoming media stars and writers' schools are proliferating; but for most mainstream publishers there seems to be more smoke than fire
by Gayle Feldman

Publishing Education in Changing Times 30
New approaches reflect an economics-driven market and a smaller entry-level employee pool *by David Tuller*

DEPARTMENTS

NEWS OF THE WEEK 19
Morrow to Sue 'Washington Times' Over Excerpts from Deaver Book
Merrill's Parent Agrees to Bass Group Buyout
Archbishop to Appeal Ruling on NAL Novel
Five-Year Forecast Sees 9.1% Annual Growth
Godine Wins 'Boston Globe' Prize for Literary Presses
PEN and Soviet Writers Union Sponsor Russian Authors' Visit
40 to Lose Jobs When Hunters Stores Close

CHILDREN'S BOOK SCENE 36
Flying Starts: New Faces of 1987—Eleven writers and illustrators who made their debut this year

TRADE NEWS 47
Collins's 'Christmas in America' Being Photographed
Children's Stories by Tolstoy Coming from Seaver
Salem House Book on the Windsors Features Unpublished Photos
St. Martin's to Issue Autobio of Handicapped Irish Poet
Oxford Announces Book on Ethical Issues of AIDS
Back to Press

BOOKSELLING 52
Books Come Alive at Miami International Book Fair
Hoffman: On Publishing, Marketing and Advertising (Selling, Too)

AUDIO/VIDEO PLUS .. 55
Listen for Pleasure Creates Mid-Priced Line: Repricing strategy directed toward excess inventory, new markets

PW INTERVIEWS 59
Peter Ackroyd

FORECASTS 61
Fiction 61
Nonfiction 65
Paperbacks 69
Children's Books 73

COLUMNS

Highlights 17
Letters 18
Media 18
Calendar 18
People 24
Rights 34
Talk of the Trade 46
West Watch 51
My Say: *Jack Perry* 58
Weekly Exchange 77
Paperback Bestsellers 80
Hardcover Bestsellers 82

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). MIDWEST: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); SOUTH: Robin Mays, R. R. Bowker Co., P.O. Box 88294, Atlanta, Ga. 30356 (404-998-2624). WEST: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Archbishop to Appeal Ruling On NAL Novel

In a ruling of concern to publishers of fiction, the New York State Supreme Court in Manhattan has refused to dismiss the right of privacy suit brought by Archbishop Paul Marcinkus, former head of the Vatican Bank, who sued to stop the use of his name in a novel published by New American Library earlier this year. The Court, however, refused to grant a preliminary injunction against the novel, *In the Name of the Father* by A. J. Quinnel. Lawyers for the archbishop plan to appeal.

Martin Garbus, lawyer for the defendants, New American Library and Doubleday Book and Music Clubs, said the decision was "confusing," but that it nevertheless "expands to the furthest extremes the ability of authors to use names and facts of real people in fiction."

However, other lawyers contacted by *PW* said it would be a mistake for publishers to view this decision as a license for the unrestricted use of living people as characters in novels. Lawyers familiar with the case said the lower-court ruling was inconclusive and that the outcome of the appeal would be more definitive. The denial of a preliminary injunction, while encouraging, the lawyers said, still leaves the defendants liable for damages if a violation of the right of privacy statute can be proved in a subsequent trial.

In finding that the book is "entitled to at least some degree of First Amendment protection," Justice Ethel B. Danzig denied a request for a preliminary injunction that sought the recall and destruction of all 77,000 copies of the book and to halt the use of the archbishop's name in its advertisements. However, according to Danzig's written decision, the use of the archbishop's name in prominent places on the book and in advertisements "raises the question as to whether or not defendants commercially appropriated his name."

The archbishop is charging a violation of his right of privacy under Sections 50 and 51 of the State Civil Rights Law. The law requires obtaining written consent before using the name of a living person "for advertising purposes, or the purposes of trade." Lawyers for the archbishop argued that his name and office were appropriated, in the book and in print advertising, to enhance the commercial viability of the novel in violation of the statute. NAL has discontinued all of the advertisements at issue.

Lawyers for NAL maintained that the archbishop's name was used to lend "a sense of historical accuracy," to the work. In arguing for the legitimacy of the practice, Garbus traced its use as far back as ancient Greece. "Aristophanes regularly used living persons as characters in his plays. For example, he used Socrates as a character in 'The Clouds.'" NAL also argued that the novel disseminates information about a public figure and is therefore protected by the First Amendment.

Alan Gelb, lawyer for the archbishop, said that the judge was more accepting of Marcinkus's views than the ruling indicated. "She didn't think there was a big First Amendment issue, and there is a lot here for the appellate courts to look at, and maybe ultimately the Supreme Court."

The archbishop, as head of the Vatican Bank, was implicated in the investigation of the 1982 collapse of the Banco Ambrosiano and the subsequent death of its president. The book, clearly labeled "fictitious," recounts a tale of three Vatican officials, including Marcinkus, who plan to assassinate the late Soviet premier Yuri Andropov.

—CALVIN REID

Five-Year Forecast Sees 9.1% Annual Growth

Domestic revenues of U.S. book publishers are expected to reach $16.5 billion in 1991, a 9.1% compound annual growth rate over domestic expenditures in 1986 of $10.7 billion. And the next five years, for trade and professional publishers in particular, will be especially happy ones—if a forecast by an investment banking firm specializing in the communications industry comes true.

Anthony M. Schulte, who spent nearly 20 years at Random House Inc., where he was executive vice-president and director of trade and college publishing, and who is now executive vice-president of Veronis, Suhler & Associates, in charge of the firm's book publishing activities, is optimistic for the five-year period despite the stock market's recent turbulence and any possible short-term recession.

"By all the most important financial measurements," he said, "book publishing overall should continue to show the good results it showed in 1986."

PW recently joined Schulte and Ronald Dronzek, research director of Veronis, Suhler, in gazing into the kind of crystal ball, jammed with financial projections, that investment bankers favor. These observations emerged:

- The communications industry is growing faster than the economy as a whole. In 1982 it represented 2.4% of the Gross National Product while by 1986 it had increased to 2.9% of the GNP. As part of the full range of 10 industries within communications and media included in the last Veronis, Suhler report, book publishing "is in the fast lane to start with," Dronzek said.
- Although Veronis, Suhler analyzes the results of only the 28 publicly traded U.S. companies, Dronzek pointed out that their revenues represent about half of the industry as a whole and so give a valid sample for predicting the profitability of the entire industry.
- According to Schulte, the total industry receipts in 1986 of approximately $10.7 billion of the 28 publicly traded companies tracked by Veronis, Suhler account for roughly $6 billion, and the U.S. subsidiaries of such major foreign owners as Bertelsmann, Pearson, International Thomson and Elsevier may account for another $1 billion. Thus there remains a $4 billion market representing the publishing revenues of privately owned companies ranging from the giants like Hearst and Random House Inc. to the hundreds of smaller companies.

Using a baseball metaphor, Schulte said, "Four billion dollars is a very big field to play on, and while small companies may have trouble breaking into the big leagues and hitting home runs, they can do very well with singles and doubles. Underneath the blockbuster market, there is a growing quality niche where because of the rise in chain and independent retail outlets, books that used to sell 20,000 copies, by such writers as Toni Morrison, Margaret Atwood, Anne Tyler and Pat Conroy, for example, now frequently sell 50,000 to 100,000 or more."

- The educational market, too, can be hospitable to smaller companies, Schulte said. Received wisdom holds that only the giant firms, capable of laying out $10 million to $12 million for new basal textbooks, can successfully compete. But many smaller companies are enjoying a good sales result with classroom-oriented supplementary school and library materi-

What Consumers Will Spend On Books, 1987-1991

	1982 Gross Domestic Expenditures ($ Bil)	1982-1986 Compound Annual Growth Rate (%)	1986 Gross Domestic Expenditures ($ Bil)	1987-1991 Projected Compound Annual Growth Rate (%)	1991 Projected Gross Expenditures ($ Bil)
Book Publishing Total	**7.7**	**8.6**	**10.7**	**9.1**	**16.5**
Trade	2.4	12.4	3.8	9.5	6.0
Professional	1.5	9.5	2.2	9.5	3.5
El-hi Textbooks	1.0	11.0	1.5	14.1	3.1
College Textbooks	1.1	6.0	1.4	4.0	1.9
Other	1.1	1.1	1.8	2.1	2.0

All tables from Veronis, Suhler & Associates

als—and, Schulte remarked, they don't require the big state adoptions like those of California and Texas.

- The industry can go up or down "without affecting the fortunes of energetic, creative, individual companies," Schulte pointed out. "Editorial and marketing are the key factors."

- Demographics favor trade book publishing with the increase in the 35-and-over population, traditionally the most intensive reading segment. Spending growth, Schulte predicted, will be slightly more rapid than the industry average of around 9%.

However, as Schulte wrote in the most recent report by Veronis, Suhler, "Certain major structural problems continue to impede both profitability and revenue growth in adult trade books and mass market paperbacks. They include the growing role of the major bookstore chains in creating megavolume hardcover bestsellers, the resulting 'blockbuster mentality' on the part of the larger publishers, in turn leading to seven-figure author advances, commensurately ambitious initial printings and distribution goals, inordinately large advertising and promotion expenses, and—in the all-too-frequent cases of the gambles that don't succeed—higher returns, significant royalty

1986 Performance

	Companies	Revenue ($ Mil.)	Pretax Operating Income	Pretax Operating Income Margins	Pretax Income Return On Assets
1	Addison-Wesley	150.1	17.0	11.3%	14.7%
2	Bell & Howell	177.0	25.2	14.2%	12.0%
3	Berkshire Hathaway (World Book)	285.4	20.5	7.2%	NA
4	Dow Jones (Irwin)	57.2	8.6	15.0%	22.9%
5	Educational Development Corp.	2.9	0.3	11.9%	15.4%
6	Goodheart-Wilcox	7.2	0.7	9.7%	8.9%
7	Grolier	350.6	45.9	13.1%	14.1%
8	Gulf + Western (Simon & Schuster, Prentice Hall)	949.0	140.5	14.8%	9.3%
9	Harcourt Brace Jovanovich	450.0	53.9	12.0%	8.7%
10	Harper & Row	201.4	16.4	8.1%	9.8%
11	Houghton Mifflin	321.3	35.7	11.1%	16.0%
12	Littlefield Adams & Company	2.8	(0.1)	NC	NC
13	Macmillan	428.3	69.0	16.1%	16.8%
14	MCA	132.0	16.6	12.6%	23.7%
15	McGraw-Hill	487.7	71.8	14.7%	14.8%
16	Thomas Nelson	69.4	2.6	3.8%	4.0%
17	Pioneer (Soaps & Serials mass market paperbacks)	1.1	(2.1)	NC	NC
18	Plenum Publishing	38.1	11.4	30.1%	22.3%
19	Price/Stern/Sloan	31.9	3.4	10.6%	13.1%
20	William Sadlier	17.1	(0.1)	NC	NC
21	Scholastic	180.3	7.7	4.3%	8.0%
22	Time (Time-Life Books, Little, Brown, Scott Foresman)	663.0	73.0	11.0%	9.0%
23	Times Mirror	586.8	98.3	16.7%	20.2%
24	Torstar (Harlequin)	222.7	30.0	13.5%	12.8%
25	Waverly Press	39.7	5.1	12.9%	40.2%
26	Western Publishing Group	229.9	35.2	15.3%	27.7%
27	John Wiley & Sons	213.4	17.8	8.3%	10.1%
28	Zondervan	66.4	1.1	1.7%	2.1%
	GROSS TOTAL	**6,362.7**	**805.5**	**12.7%**	**12.6%**
	ADJUSTED TOTAL	**6,131.7**	**772.4**	**12.6%**	**11.8%**

write-offs and inventory write-down charges." He believes, nevertheless, that adult trade and mass market will remain an enduringly viable sector of the industry, both for the major players who manage their assets prudently and for selective-niche publishers.

- Professional publishing, too, will grow at a rate somewhat higher than the industry as a whole, aided by the surge in the business, technical and scientific service economy. It is in many ways the most financially rewarding field of book publishing, Schulte said, because of the high margins, predictability of markets and absence of price sensitivity.
- In still another optimistic observation, Schulte noted that "books are not losing their share of the consumer dollar, relative to other forms of competing entertainment and information media." In the last five years, book publishing revenues grew at nearly the same rate—10.9%—as radio and TV—11.1%—and recorded music—11.0%.
- Striking the only negative note, the two Veronis, Suhler executives questioned the widely held belief that books are recession proof. During the two most recent postwar recessions (1980 and 1982), publishing revenues did in fact decrease somewhat more than the decline in the GNP. Nevertheless, despite any concern about a recession in 1988, Veronis, Suhler remains committed to its long-term upward forecast.

—MADALYNNE REUTER

Godine Wins 'Boston Globe' Grand Prize for Literary Presses

David R. Godine Publishers has won the grand prize for overall publishing achievement, 1983–1986, in the *Boston Globe*'s first annual Literary Press Competition. North Point Press won two of the six other categories. The competition, first of its kind in the publishing industry, honors excellence among small literary presses and is open to all such presses in English-speaking countries.

Winners in the six categories are:

Nonfiction prose: Graywolf Press for *The Delicacy and Strength of Lace* by Leslie Marmon Silko and James Wright, edited by Anne Wright.

Fiction: University of Georgia Press for *Rough Translations* by Molly Giles.

Poetry: The Ecco Press for *The Triumph of Achilles* by Louise Gluck and *Poems of Fernando Pessoa* translated and edited by Edwin Honig and Susan M. Brown.

Most valuable reprint: North Point Press for *Between Meals* by A. J. Liebling and *The Sleepwalker* by Herman Broch.

Design, graphics and reproduction: North Point Press for *Around the Day in 80 Worlds* by Julio Cortazar.

The grand prize winner receives $1000, and winners in the other categories receive $500. For 1988 guidelines, call (617) 929-2637.

The Leaders

Size: 1986 $ Mil Totals

Rank	Revenues		Pretax Operating Income		Operating Cash Flow	
1	Gulf + Western (Simon & Schuster, Prentice Hall)	949.0	Gulf + Western (Simon & Schuster, Prentice Hall)	140.5	Gulf + Western (Simon & Schuster, Prentice Hall)	147.6
2	Time (Time-Life Books, Little, Brown, Scott Foresman)	663.0	Times Mirror	98.3	Times Mirror	118.1
3	Times Mirror	586.8	Time (Time-Life Books, Little, Brown, Scott Foresman)	73.0	Macmillan	91.8
4	McGraw-Hill	487.7	McGraw-Hill	71.8	Harcourt Brace Jovanovich	83.7
5	Harcourt Brace Jovanovich	450.0	Macmillan	69.0	McGraw-Hill	81.0

Growth: 5-Year Compound Annual Growth Rate

Rank	Revenues		Pretax Operating Income		Operating Cash Flow	
1	Gulf + Western (Simon & Schuster, Prentice Hall)	50.7%	Gulf + Western (Simon & Schuster, Prentice Hall)	68.8%	Price/Stern/Sloan	108.3%
2	Price/Stern/Sloan	29.6%	Harcourt Brace Jovanovich	40.0%	Gulf + Western (Simon & Schuster, Prentice Hall)	69.7%
3	Bell & Howell	25.3%	Bell & Howell	28.3%	Bell & Howell	34.4%
4	Macmillan	19.2%	Time (Time-Life Books, Little, Brown, Scott Foresman)	27.1%	Harcourt Brace Jovanovich	32.2%
5	Houghton Mifflin	14.1%	MCA	26.4%	Macmillan	27.3%

Profitability: Pretax Operating Income

Rank	1986 Return on Assets (%)		1986 Margins (%)		82 V. 86 Margin Change (Points)	
1	Waverly Press	40.2%	Plenum Publishing	30.1%	Harcourt Brace Jovanovich	6.9
2	Western Publishing Group	27.7%	Times Mirror	16.7%	Plenum Publishing	6.6
3	MCA	23.7%	Macmillan	16.1%	Time (Time-Life Books, Little, Brown, Scott Foresman)	6.2
4	Dow Jones (Irwin)	22.9%	Western Publishing Group	15.3%	Gulf + Western (Simon & Schuster, Prentice Hall)	5.4
5	Plenum Publishing	22.3%	Dow Jones (Irwin)	15.0%	MCA	5.3

1/10/88 C1852-2
A

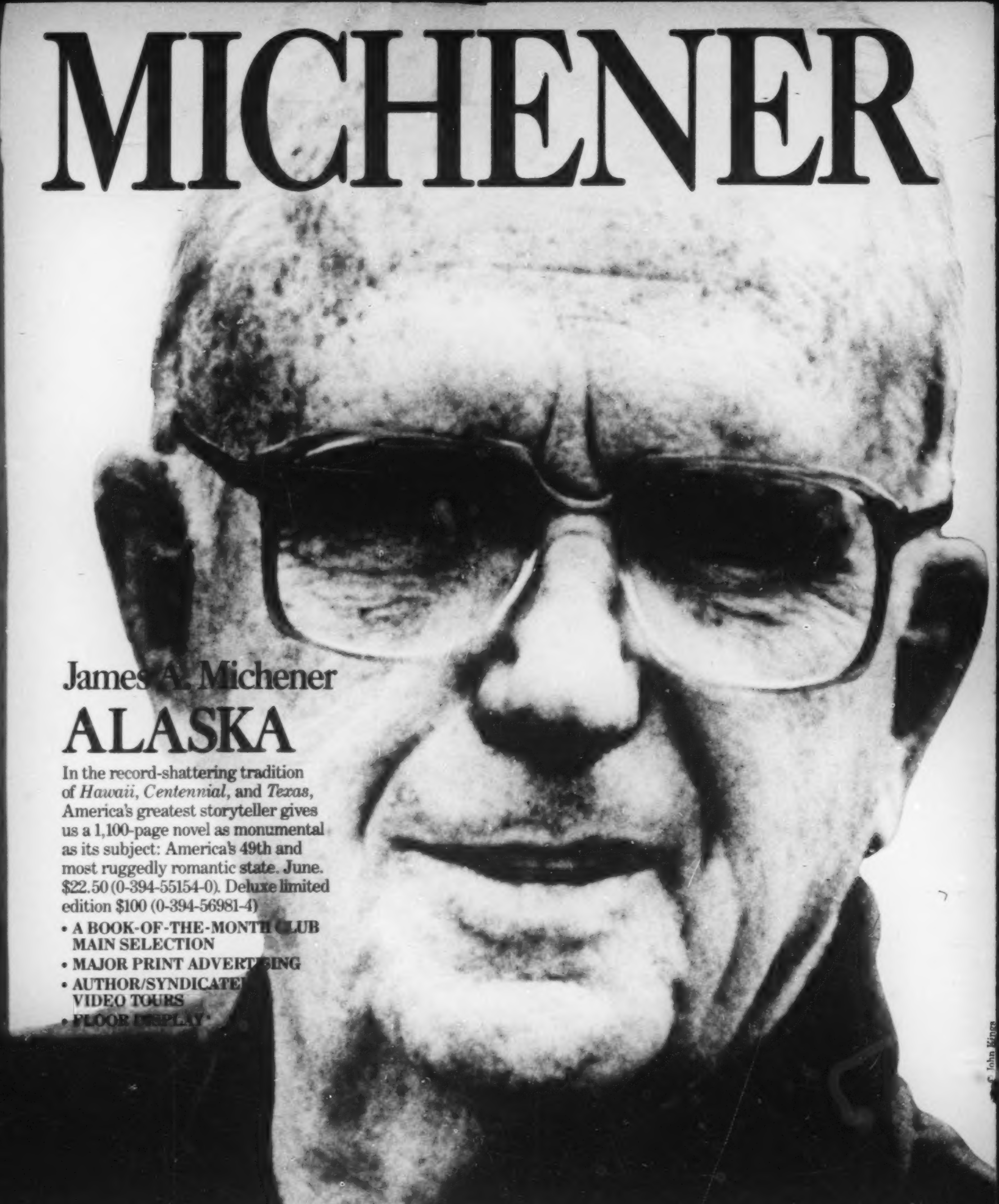
Looking Back at 1987
The Year's Events: Mergers & Acquisitions, People, Trends, Deals, Bestsellers, Awards
Book Design & Manufacturing: A New Look at Paperback Covers

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING JANUARY 8, 1988 $2.50

Make room.
We've got some big names
for you this Spring...
Random House

********* 5-DIGIT 20814
PW AQU9FEB128819 03 0328
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 E W HWY
BETHESDA, MD 20814



MICHENER

James A. Michener

ALASKA

In the record-shattering tradition of *Hawaii*, *Centennial*, and *Texas*, America's greatest storyteller gives us a 1,100-page novel as monumental as its subject: America's 49th and most ruggedly romantic state. June. $22.50 (0-394-55154-0). Deluxe limited edition $100 (0-394-56981-4)

- A BOOK-OF-THE-MONTH CLUB MAIN SELECTION
- MAJOR PRINT ADVERTISING
- AUTHOR/SYNDICATED VIDEO TOURS
- FLOOR DISPLAY

© John Kings

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President Publishing Operations; J. J. Walsh, Financial Vice President Magazine Division; Thomas J. Dellamaria, Vice President Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing, USA, Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Surface delivery to all other countries: 1 year $200. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $2.50, announcements $5.95 each. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212-645-0067, telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713, in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development

Publishers Weekly

VOLUME 232 NUMBER 27 *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* JANUARY 8, 1988
ISSN 000-0019

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
John Mutter *Paperbacks*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSOCIATE EDITORS
Sonja Bolle *Bookselling*
Penny Kaganoff *How-To Books*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

ART DIRECTOR
Maureen Gleason

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Looking Back on 1987 31
The Current Acquisitions Climate . . . The Year in Washington . . . People in Motion: Some Notable Job Changes . . . Industry Observers on Significant Trends . . . Games Publishers Played . . . Longest-Running Hardcover and Paperback Bestsellers . . . *PW*'s Choices of the Year's Books . . . Let's Make a Deal: Hardcover Acquisitions . . . The Year in Bookselling . . . Audio 1987: Consolidation and Shake-Out . . . The Year's Top Prizes

DEPARTMENTS

NEWS OF THE WEEK 20
Kaminsky to Be President of Hearst Books
Kanon Succeeds Olney as Head of Houghton Mifflin Trade Division
Paper Company Publishes a Book
Simon & Schuster 1987 Publishing Revenue: $1.075 Billion
New York and London Publishers: Separated by a Common Occupation
Library Rate Set for Fiscal Year
Commerce Department Rosy 1988 Outlook Predicts Increases
Obituary Notes: Lynn Caine

BOOK DESIGN & MANUFACTURING 54
Technology and Fresh Ideas Strengthen Mass Market Covers: Art directors are turning to advanced decorating techniques in the race for rack space and the consumer's eye

PW INTERVIEWS 65
Jay Cantor

FORECASTS 67
Nonfiction 67
Fiction 71
Paperbacks 74

COLUMNS

Highlights 11
Media 16
Calendar................... 16
People 30
Rights 62
International Front 64
Weekly Exchange 77
Paperback Bestsellers 80
Hardcover Bestsellers 82

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chasen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). MIDWEST: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); SOUTH: Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). WEST: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Longest–Running Hardcover Bestsellers for 1987

The books on these *PW* hardcover and paperback bestseller lists are those that lasted longest on our regular weekly bestseller lists in 1987. This list of fiction and nonfiction titles does not necessarily reflect the year's bestseling hardcover books in terms of actual sales. Some titles that achieve bestsellerdom in the last few months of the year will have the highest rate of sales, because of Christmas purchases. The 1986 list of longest-running hardcover bestsellers included 18 fiction titles and 16 nonfiction titles that made the weekly charts 15 times or more.

	FICTION	# Wks. on '87 List	# Wks. on '86 List
1	* **Windmills of the Gods.** Sidney Sheldon. Morrow (2/87; $18.95).	33	–
2	**The Prince of Tides.** Pat Conroy. Houghton Mifflin (10/86; $19.95).	30	12
3	* **Red Storm Rising.** Tom Clancy. Putnam (8/86; $19.95).	29	21
	* **Misery.** Stephen King. Viking (6/87; $18.95).	29	–
4	* **Fine Things.** Danielle Steel. Delacorte (3/87; $18.95).	26	–
	* **Presumed Innocent.** Scott Turow. Farrar, Straus & Giroux (7/87; $18.95).	26	–
5	**The Eyes of the Dragon.** Stephen King. Viking (2/87; $18.95).	23	–
6	* **Patriot Games.** Tom Clancy. Putnam (7/87; $19.95).	21	–
7	**The Haunted Mesa.** Louis L'Amour. Bantam (5/26; $18.95).	18	–
	Sarum. Edward Rutherfurd. Crown (9/87; $19.95).	18	–
8	* **It.** Stephen King. Viking (9/86; $22.95).	17	16
9	**Flight of the Intruder.** Stephen Coonts. Naval Institute Press (10/86; $18.95).	16	10
10	**Night of the Fox.** Jack Higgins. Simon & Schuster (1/87; $17.95).	15	–
	The Panic of '89. Paul Erdman. Doubleday (1/87; $17.95).	15	–
	Legacy. James Michener. Random House (9/87; $16.95).	15	–

	NONFICTION	# Wks. on '87 List	# Wks. on '86 List
1	**A Day in the Life of America.** Rick Smolan and David Cohen. Collins Publishers (10/86; $39.95).	33	7
	Love Medicine & Miracles. Bernie S. Siegel. Harper & Row (5/86; $17.95).	33	–
2	* **Communion.** Whitley Strieber. Beech Tree/Morrow (2/87; $17.95).	29	–
	* **The Closing of the American Mind.** Allan Bloom. Simon & Schuster (4/87; $18.95).	29	–
3	* **The Great Depression of 1990.** Ravi Batra. Simon & Schuster (6/87; $17.95).	24	–
4	* **A Season on the Brink.** John Feinstein. Macmillan (11/86; $16.95).	23	–
5	**The Frugal Gourmet Cooks with Wine.** Jeff Smith. Morrow (10/86; $16.95).	22	9
6	**Men Who Hate Women and the Women Who Love Them.** Dr. Susan Forward and Joan Torres. Bantam (9/86; $16.95).	21	16
	* **Cultural Literacy.** E. D. Hirsch, Jr. Houghton Mifflin (4/87; $16.95).	21	–
	* **Spycatcher.** Peter Wright. Viking (8/87; $19.95).	21	–
7	* **Fatherhood.** Bill Cosby. Doubleday (5/86; $14.95).	20	23
	The 8 Week Cholesterol Cure. Robert W. Kowalski. Harper & Row (3/87; $15.95).	20	–
8	**Hammer: A Witness to History.** Armand Hammer with Neil Lyndon. Putnam (5/87; $22.95).	17	–
9	**The Fatal Shore.** Robert Hughes. Knopf (1/87; $17.95).	16	–
10	**The Rotation Diet.** Martin Katahn. Norton (5/86; $15.95).	15	30
	Family: The Ties that Binds. . . and Gag! Erma Bombeck. McGraw-Hill (9/87; $15.95).	15	–
	Man of the House. Speaker Tip O'Neill, with William Novak. Random House (9/87; $19.95).	15	–

* These titles achieved the #1 spot during their 1987 tenure on *PW*'s Bestseller List.

Copyright © 1988 by Reed Publishing USA. The contents of this page may not be reproduced without written permission from the publisher.

Longest-Running Paperback Bestsellers for 1987

The top two longest-running mass market paperbacks in 1987 held the same positions in 1986—a first for the softcover scorecard. Otherwise, the mass market group's longevity list was dominated, as usual, by reprints ofhardcover bestsellers. In the trade paperback group, *The Road Less Traveled* makes a fourth appearance on these lists, the second time as #1. And while cartoonists Gary Larson and Berke Breathed once again got new titles on the longest-running list, Jim Davis slipped off—the first time since 1980. In 1986, 22 mass market titles and 18 trade paperbacks made the weekly charts 10 or more times.

MASS MARKET

		# Wks. on '87 List	# Wks. on '86 List
1	**Women Who Love Too Much.** Robin Norwood. Pocket (6/86; $4.50).	33	28
2	**The Hunt for Red October.** Tom Clancy. Berkley (10/85; $4.50).	28	26
3	**Fit for Life.** Harvey and Marilyn Diamond. Warner (2/87; $4.95).	24	–
4	* **Red Storm Rising.** Tom Clancy. Berkley (8/87; $4.95).	22	–
5	**Necessary Losses.** Judith Viorst. Fawcett Crest, (3/87; $4.50).	15	–
	* **It.** Stephen King. NAL/Signet (9/87; $4.95).	15	–
6	* **Lie Down with Lions.** Ken Follett. NAL/Signet (12/86; $4.95).	14	3
	* **I'll Take Manhattan.** Judith Krantz. Bantam (2/87; $4.95).	14	–
7	* **The Bourne Supremacy.** Robert Ludlum. Bantam (3/87; $4.95).	13	–
	* **Wanderlust.** Danielle Steel. Dell (7/87; $4.95).	13	–
8	**The Handmaid's Tale.** Margaret Atwood. Fawcett/Ballantine (2/87; $4.95).	12	–
	Murder in Georgetown. Margaret Truman. Fawcett Crest (7/87; $5.95).	12	–
9	* **A Perfect Spy.** John le Carré. Bantam (5/87; $4.95).	11	–
	Echoes in the Darkness. Joseph Wambaugh. Bantam (10/87; $4.95).	11	–
10	**The Good Mother.** Sue Miller. Dell (5/87); $4.95).	10	–
	Last of the Breed. Louis L'Amour. Bantam (7/87; $3.95).	10	–
	Texas. James Michener. Fawcett Crest (8/87; $5.95).	10	–
	Paper Money. Ken Follett. Nal/Signet (10/87; $4.50).	10	–
	* **A Taste for Death.** P. D. James. Warner (10/87; $4.95).	10	–

TRADE

		# Wks. on '87 List	# Wks. on '86 List
1	* **The Road Less Traveled.** M. Scott Peck, M.D. Touchstone/Simon & Schuster 1983; ($9.95).	51	51
2	**Dianetics, Revised Edition.** L. Ron Hubbard. Bridge Publications (9/85; $4.95).	50	18
3	**West with the Night.** Beryl Markham. North Point Press (1983; $12.50).	43	10
4	**Rand McNally Road Atlas 1987.** Rand McNally (11/86; $5.95).	40	6
5	**Calvin and Hobbes.** Bill Watterson. Andrews & McMeel (4/87; $6.95).	37	–
6	* **Fatherhood.** Bill Cosby. Berkley (5/87; $6.95).	33	–
7	* **Adult Children of Alcoholics.** Janet Geringer Woititz. Health Communications (1983; $6.95).	31	14
8	* **The Book of Questions.** Gregory Stock. Workman (6/87; $3.95).	29	–
9	* **Hound of the Far Side.** Gary Larson. Andrews & McMeel (5/87; $5.95).	24	–
10	* **Billy and the Boingers Bootleg.** Berke Breathed. Little, Brown (9/87; $7.95).	17	–
11	* **The Far Side Gallery 2.** Gary Larson. Andrews & McMeel (11/86; $9.95).	15	9
12	* **J. K. Lasser's Your Income Tax 1987.** J. K. Lasser Tax Institute. Prentice Hall Press (1/87; $8.95).	13	–
13	**The Man Who Mistook His Wife for a Hat and Other Clinical Tales.** Oliver Sacks. Harper & Row (1/87; $7.95).	11	–
14	* **The Arthur Young Tax Guide 1987.** Arthur Young & Co. Ballantine (1/87;$10.95).	10	–
	Kaffir Boy. Mark Mathabane. NAL/Plume (3/87; $8.95).	10	–

* These titles achieved the #1 spot during their 1987 tenure on *PW*'s Bestseller List.

Copyright © 1988 by Reed Publishing USA. The contents of this page may not be reproduced without written permission from the publisher.

C1852-2 A
1/18/88

All About Biography: New Books About People
Mystery & Suspense on Tape • Black Lizard: Talking Tough
My Say: In Praise of Unsalable Writing

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* JANUARY 15, 1988 $2.50

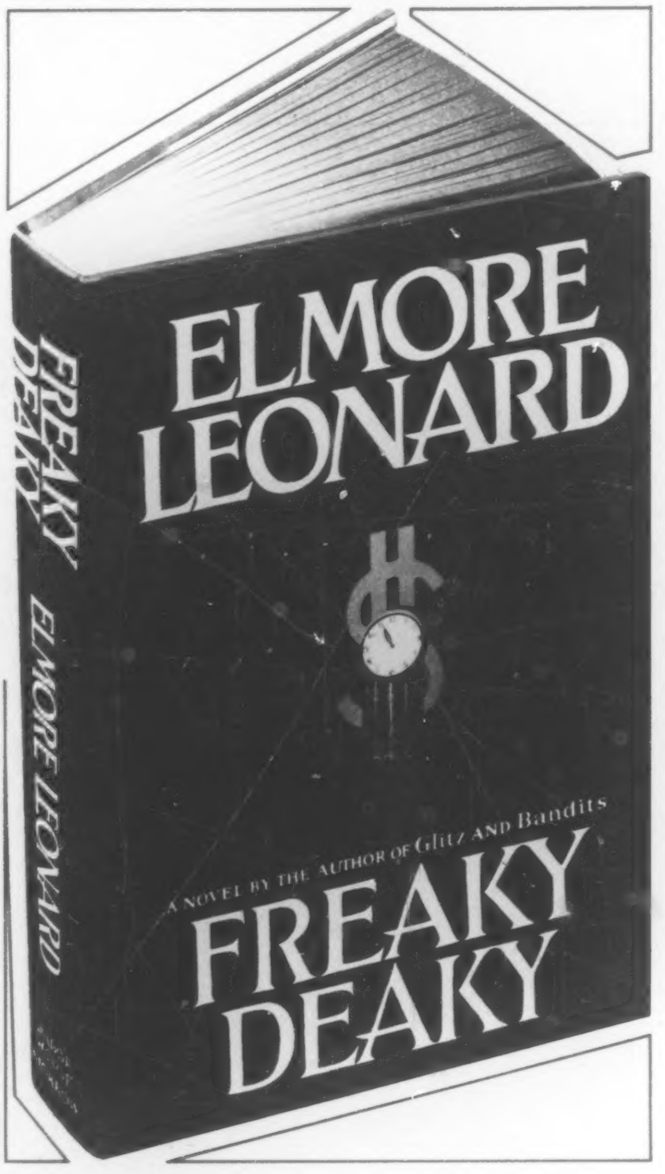
************** 5-DIGIT 20814
FEB12881 03 0716
PW AQU9W 520S119
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 E W HWY
BETHESDA, MD 20814

Elmore Leonard. Freaky Deaky.

Elmore Leonard as photographed by Annie Leibovitz for the American Express® Card.

Spring 1988
Arbor House/*William Morrow*

“Chris Mankowski’s last day on the job, two in the afternoon, two hours to go, he got a call to dispose of a bomb.”



From the first sentence on, *you know.*

“The best American writer of crime fiction alive” (*Newsweek*) is back in top form.

The day after he transfers out of the bomb squad, Detroit police detective Mankowski stumbles into a case involving Robin Abbott and Emerson (Skip) Gibbs. Back in the ’60s, Robin and Skip burned bras and draft cards together, dropped acid and dynamited a federal building. Reunited in the ’80s—ex-lovers and ex-cons—they decide to relight the fuse for revenge and profit. But in a Leonard novel, bombs don’t go off as planned, and the suspense builds to a climax as unexpected as it is explosive. Like the ’60s dance from which FREAKY DEAKY takes its title, “the coolest, hottest writer in America” (*Chicago Tribune*) shows us *all* the moves in a sure-fire top-of-the-list bestseller.

- 150,000 FIRST PRINTING
- $125,000 INITIAL ADVERTISING & PROMOTION BUDGET
- NATIONAL COOP
- 9-CITY AUTHOR TOUR
- MAY
- $17.45 ($17.95 FPT)
- ISBN 0-87795-975-7

A Featured Alternate of the Book-of-the-Month Club

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development.

Publishers Weekly

VOLUME 233 NUMBER 2
ISSN 000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
JANUARY 15, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
John Mutter *Paperbacks*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSOCIATE EDITOR
Penny Kaganoff *How-To Books*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Maura Hatvary

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

ART DIRECTOR
Maureen Gleason

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

A Year in Biography 40
Biography as Quest and Peephole 43
New Biographies and Memoirs 44

DEPARTMENTS

NEWS OF THE WEEK 26
Times Mirror to Buy Irwin for $135 Million
AAP Sales Report for October
LDRC: Libel Rulings Favor Media
Maxwell to Expand French TV Holdings
T & T Buys Title Research Unit
'Blue Bicycle' Faces Plagiarism Charges
Penguin Buys in Australia, New Zealand
Cross Currents
Obituary Notes: Michael Sonimo, Gerard Bonnier, Charles W. Ferguson, Donald Jackson

TRADE NEWS 57
Hardcover Books: Prima Issuing Revised Edition of Christine Craft Story
Doubleday Sets May Launch for New Science Fiction Imprint
Book on Crash by 'Wall Street Journal' Writer Due
Norton to Publish Afro-American Anthology
Paperback Books: Gary Null's Book a Success for Four Walls Eight Windows Press
Back to Press

BOOKSELLING 62
The Business of Selling Biography: In New York's Biography Bookshop, every browser can find a favorite hero or rogue

AUDIO/VIDEO PLUS .. 65
Category Close-Up: Mystery and Suspense
Pageless Page-Turners: Specialty booksellers offer varied clues on mystery-tape sales
Audio Reviews: Mystery and Suspense

MARKETING 71
Ballantine's Big Plans for Media-Packed Year: Ballantine/Del Rey/Fawcett/Ivy mounts a seven-figure campaign with weekly air time
Hotel is New Venue for Book-and-Author Show

PW INTERVIEWS 75
Linda Gray Sexton

FORECASTS 77
Fiction 77
Nonfiction 83
Paperbacks 88
Children's Books 92

COLUMNS

Highlights 9
Media 10
Calendar 10
People 36
Rights 60
Talk of the Trade 64
Independent Publishing 70
My Say: *Joanne Greenberg* ... 74
Weekly Exchange 100
Paperback Bestsellers 104
Hardcover Bestsellers 106

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). MIDWEST: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); SOUTH: Robin Maya, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). WEST: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

NEWS OF THE WEEK

EDITED BY MADALYNNE REUTER

Times Mirror to Buy Irwin For $135 Million

Times Mirror has agreed to purchase Richard D. Irwin Inc., the college textbook publisher, from Dow Jones for $135 million.

Robert F. Erburu, chairman and chief executive of Times Mirror, said that an important strategic priority for the company was building a significant position in college publishing to supplement strengths in professional publishing.

In its professional publishing division Times Mirror subsidiaries include C. V. Mosby, which publishes college texts, reference books, professional journals and health-related books for the general market, and Matthew Bender, which publishes in the legal, accounting, insurance and banking fields. Times Mirror also owns Year Book Medical Publishers, whose subsidiaries include CRC Press and Wolfe Medical Publishers Ltd., and Harry N. Abrams, art book publishers.

Richard D. Irwin, which had sales in 1987 of about $62 million, has 390 employees and publishes college textbooks under three imprints: Irwin, Business Publications and Dorsey Press. A fourth imprint, Dow Jones-Irwin, publishes books for the business and financial markets. Times Mirror has the right to use the Dow Jones-Irwin name for three years.

Dow Jones acquired Irwin in 1975. Warren H. Phillips, chairman, and Ray Shaw, president, said the sale reflects Dow Jones's decision to focus on its core electronic and print financial information businesses.

The two executives also said that the sale "was predicated on our ability to select a buyer who would continue to operate the Irwin company as a separate business; who would respect its traditions; who would assure fair treatment of Irwin employees and provide for personnel policies and programs that are substantially similar; and who would maintain Irwin's valued author and customer relationships. We are satisfied that each of these goals has been realized. Times Mirror was our first choice."

Times Mirror announced that its professional publishing group accounted for $389.1 million, or about 13%, of its $2.95 billion revenue in 1986. In the first nine months of 1987, professional publishing accounted for $323.5 million, or about 14% of $2.29 billion revenue.

AAP Sales Report for October

Category	% change, October	% change, YTD
Adult hardcover	15.3	14.7
Adult paperback	0.9	12.3
Juvenile hardcover	16.1	22.4
Juvenile paperback	-2.1	19.5
Univ. Pr. hardcover	7.5	7.2
Univ. Pr. paperback	13.1	10.7
Bibles, etc.	39.3	20.6
Mass market paperback	15.7	13.7
Book club	0.7	11.7
Mail order	9.0	4.0
Sci-tech	13.2	4.4
College texts	- 10.1	3.1
School texts	- 10.1	3.2

LDRC: Libel Rulings Favor Media

Most media defendants in libel suits probably can expect a favorable ruling, according to a recent study by the Libel Defense Resource Center.

The report found that more than three out of four media libel cases were summarily dismissed without full trial. The study reviews 143 motions for summary judgment made by media libel defendants from 1984 to 1986 and reveals that the defendants' motion to dismiss prevailed in 76% of the 143 cases studied. This is a slight increase over the 74% success rate documented in LDRC's previous four-year study.

In cases that go to trial, the success rate for defendants was 80% and in cases that are appealed (by plaintiffs or defendants), the success rate for defendants is up from 66% to 74%.

The findings closely parallel the defendant success rates in LDRC's two earlier studies of libel judgments, which examined 389 motions made between 1980 and 1984.

Maxwell to Expand French TV Holdings

Global publisher Robert Maxwell, who has favored books in most of his celebrated acquisitions or near acquisitions, is expanding aggressively into the French communications market, particularly television, and intends to build a multimedia empire, according to the French daily *Le Monde*.

Maxwell is a major investor in France's Channel One, the country's leading (and now private) television station. His French holding company, Maxwell Media, recently joined forces with a TV production company called TCT Actualités Télévisées.

Meanwhile, Agence Centrale de Presse, acquired when it was deep in hock, has reduced its monthly losses by half. Run by Maxwell's younger son Ian, the rejuvenated news and feature service recently began taking over other feature and photographic agencies. The newest acquisition is Opera Mundi, the pioneer feature agency and syndicate that has been distributing popular American comic strips to France and neighboring countries since the 1930s. —H.R.L.

T & T Buys Title Research Unit Of D.C. Firm

The law firms of Thomson & Thomson and Brylawski, Clearly & Leeds, which have provided publishers with copyright and trademark services since the early 1900s, have agreed to the acquisition, by T & T, of BCL's copyright and title research operations. The acquisition is expected to be completed early this year.

E. Fulton Brylawski and J. Michael Clearly, principals at BCL, said in a prepared statement, "This sale will allow us to focus on the practice of copyright, trademark and other aspects of intellectual property law."

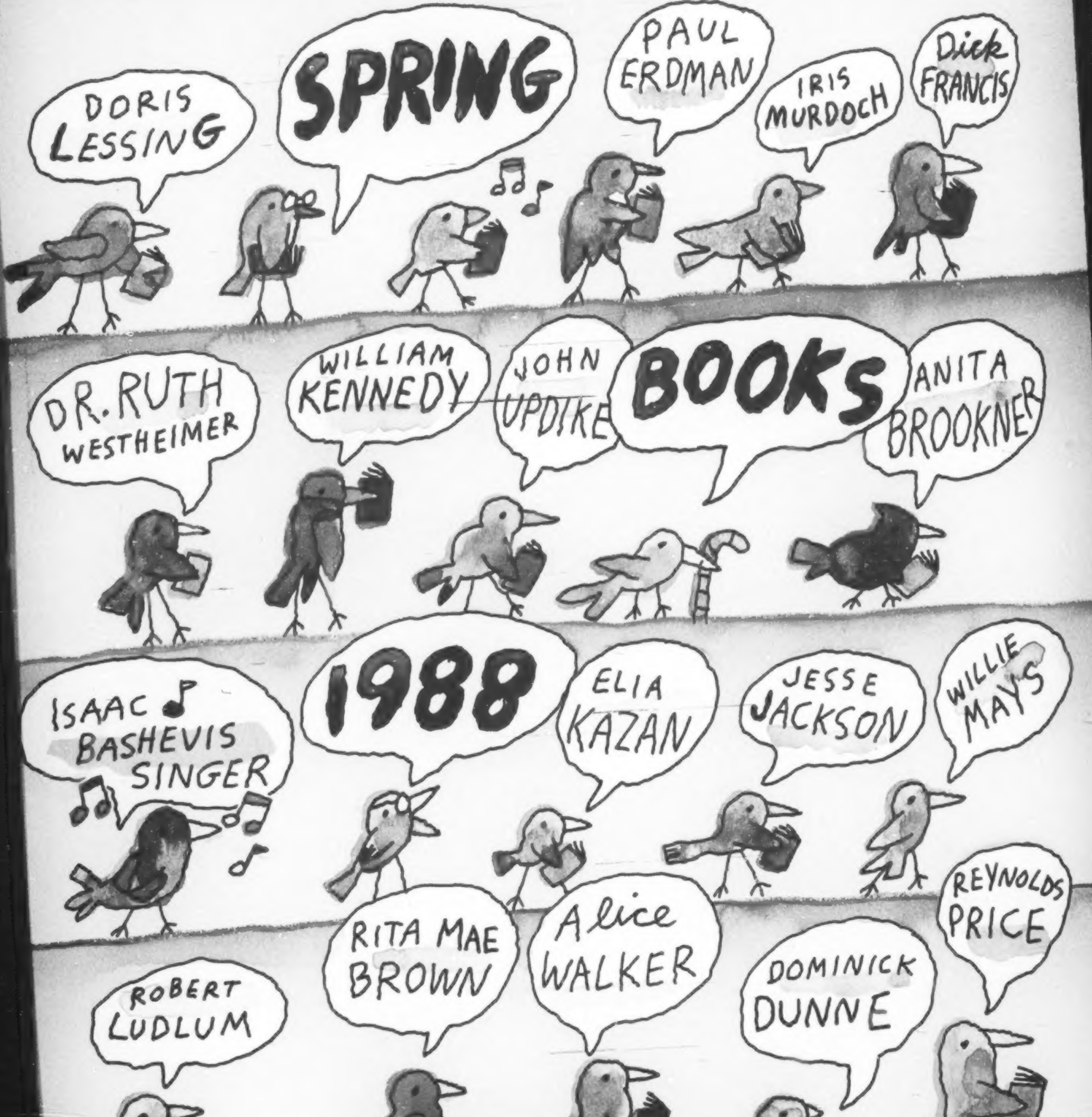
"We are assured," the statement continues, "that our clients will continue to receive the best copyright and title research available and will benefit from Thomson & Thomson's ability to develop the databases and extend the range of services."

The Washington, D.C.-based BCL has provided copyright and title research to firms in the publishing and entertainment industries since 1909. Thomson & Thomson, founded in 1913 in North Quincy, Mass., provides trademark, company name and logo research.

C1852-2

Publishers Weekly®

A CAHNERS/R.R. BOWKER PUBLICATION · THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING · JANUARY 29, 1988 $5.95


DORIS LESSING
SPRING
PAUL ERDMAN
IRIS MURDOCH
Dick FRANCIS
DR. RUTH WESTHEIMER
WILLIAM KENNEDY
JOHN UPDIKE
BOOKS
ANITA BROOKNER
ISAAC BASHEVIS SINGER
1988
ELIA KAZAN
JESSE JACKSON
WILLIE MAYS
ROBERT LUDLUM
RITA MAE BROWN
Alice WALKER
DOMINICK DUNNE
REYNOLDS PRICE
ST/88

Worldwide Library proudly i
America can't wait to get thei

Want to stretch your book sales? Put America's leading mystery writers on the rack and your readers will scream for more.

A spine-chilling new program of mystery fiction from Worldwide Library now gives you that opportunity.

Launching in June with over $300,000 in promotion behind it, this program offers top-notch first-time-in-paperback editions of highly successful hardcovers by some of the most celebrated authors of this popular genre.

Among the first six writers alone are included two Edgar Award winners, a Mystery Writers of America Grand Master, and a recipient of the coveted John Creasey Award.

Each month brings mystery fans two frightfully good reads. Intelligent, well-crafted whodunnits beckon readers from behind powerful covers carrying first-rate reviews.

It's the perfect way to make a killing at the book stands. And you can be an accomplice.

MYSTERY **WORLDWIDE LIBRARY**®

SALES CONTACTS: In Canada, Worldwide Library, call collect 416-445-5860, ask for the Sales Department. In the U.S., Simon & Schuster Trade Publishing Group, outside N.Y. state call toll free 1-800-223-4022, within N.Y. state call collect 212-698-7408, ask for Stuart Miller.

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development.

Publishers Weekly

VOLUME 233 NUMBER 4
ISSN 000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JANUARY 29, 1988

FEATURES

BOOKS FOR SPRING *Edited by William Goldstein* 317
Compiled by Maureen J. O'Brien, Beth Levine, Laurie Goodman
- Spring Hardcovers 318
- Trade Paperbacks 347
- Mass Market Paperbacks 368

DEPARTMENTS

NEWS OF THE WEEK .. 312

AAP Board Votes to Reject South Africa Book Boycott

Galassi Is Editor-in-Chief at FS & G, Strachan Is Associate Publisher

NBCC Ethics Survey

Payment Nears in Macmillan Sex-Bias Settlement

Viking and Matthiessen Prevail in Libel Suit

Senate Bill Favors Adherence to Berne

Cross Currents

Fruehling Moves to Maxwell

Murdoch Raises Stake in Pearson

Obituary Notes: Leon Seltzer

TRADE NEWS 375

More Books for Spring

CHILDREN'S BOOK SCENE 395

Arnold Lobel Remembered

BOOKSELLING 400

A New Look at Computer Books

Sunny Contest Roundup

Sales and Distribution

AUDIO/VIDEO PLUS 403

Audio Partners to Market Newman Communications Catalogue: Old contracts, new productions take precedence for February launch

Audio Preview:
Big Books, Big Tapes: This season's audio lists look like hardcover bestseller lists—past, present and future

PW INTERVIEWS 411

Rosamunde Pilcher

FORECASTS 413
- Fiction 413
- Nonfiction 418
- Paperbacks 425
- Children's Books 428

COLUMNS

Highlights 309
Letters 310
Media 310
Calendar 310
Rights 393
Religious Books 394
The Gallup Survey 399
West Watch 409
My Say: *Marilyn Ross* 410
Index to Advertisers 436
Weekly Exchange 438
Paperback Bestsellers ... 442
Hardcover Bestsellers ... 444

Cover Art 1988 © Simms Taback

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Maura Hatvary

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST**: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH**: Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST**: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

NBCC Ethics Survey: Agreement, Disagreement and Ambiguity

The National Book Critics Circle, in a survey of the ethical beliefs of its 455 members, has documented significant differences in their professional practices. The survey, based on 126 completed questionnaires, was published in the January *NBCC Journal* and conducted by Carlin Romano, book editor of the *Philadelphia Inquirer*.

The responses, according to Romano's preface, express a split between members "who believe in something called the 'objective' review' " and those who favor expertise over any practice that "creates distance in the reviewing process between writer and reviewer." He also said another division exists between members who think both positive and negative reviews of books should be presented and those who think bad works, particularly bad fiction, should be ignored. But overall, in 19 out of the 29 questions, over 70% of the respondents were in agreement.

Romano observed that in spite of the many ethical ambiguities in the profession, many members dogmatically consider certain practices above question. "I was struck by how many times they wrote 'of course,' 'certainly,' 'How can you even ask?' . . . implying that book reviewing ethics are as plain as the Ten Commandments."

A selection of questions and comments follow.

Occasionally, a person who has already accepted a review assignment from one publication is asked to review the same book by a more prestigious or attractive publication. Should the person accept the second assignment without receiving permission from the first editor to withdraw from the existing assignment?

Yes: 9 (7.6%)
No: 107 (90.7%)
Not Sure: 2 (1.7%)
Comments:

1) "No, but let's be realistic . . ."

2) "What kind of money are we talking about here?"

3) "Not a good idea if you want to go to Reviewer Heaven."

'The Little Flatterer'

Is it ethical for a reviewer to decline to review a book he has already accepted for review, on the ground that he didn't like the book and doesn't want to say negative things in print?

Yes: 92 (75.4%)
No: 28 (23.0%)
Not Sure: 2 (1.6%)
Comments:

1) "If you want to be *á tout*, find another line of work."

2) "It isn't exactly ethical, but what can you do? Tie the little flatterer to his desk?"

Should authors who publish with a particular house be permitted to review other books published by that house?

Yes: 96 (76.8%)
No: 20 (16.0%)
Not Sure: 9 (7.2%)
Comments:

1) "Are writers really that craven, to make this an issue?"

2) "Yes—I have no loyalty to my publisher."

Shared Literary Agents

Should a writer be allowed to review the book of someone who shares the same literary agent?

Yes: 87 (70.7%)
No: 25 (20.3%)
Not Sure: 11 (9.0%)
Comments:

1) "Do book editors really know all these things? I'm impressed."

2) "Yes, and the same banker, and the same housekeeper."

Should an editor ever assign a book to a reviewer who is known to hold esthetic, political or literary principles contrary to those of the author?

Yes: 94 (76.4%)
No: 23 (18.7%)
Not Sure: 6 (4.9%)
Comments:

1) "Life would be awfully boring if only the uncommitted got to comment on books."

2) "If you answer no to this, book reviewing belongs to the history of advertising, not literary criticism."

Should an editor ever assign a book to a reviewer who is known to hold esthetic, political or literary views similar to the author's?

Yes: 108 (87.8%)
No: 9 (7.3%)
Not Sure: 6 (4.9%)
Comments:

1) "The editor must ask himself or herself these questions: Is the potential reviewer a jerk? Is the potential reviewer incapable of objectivity?"

2) "Oh, come on."

Selling Review Copies

Should book review editors be permitted to sell books they've decided not to review?

Yes: 55 (45.8%)
No: 58 (48.3%)
Not Sure: 7 (5.8%)
Comments:

1) "Never thought about it before, but it does sound sleazy."

2) "Probably not—it gives a monetary incentive to ignore or non-review a book."

Should freelance book reviewers be permitted to sell review copies?

Yes: 95 (78.5%)
No: 19 (15.7%)
Not Sure: 7 (5.8%)
Comments:

1) "Review copy is part of reviewer's pay. I've given them as Xmas presents!"

2) "Yes! The pay is so bad, it's often a hefty percentage of one's fee."

Is it ethical for a writer to both a) review a book and b) interview the author and write a feature about him?

Yes: 104 (83.2%)
No: 14 (11.2%)
Not Sure: 7 (5.6%)
Comments:

1) "Not a question of ethics here, but of monotony."

2) "I do this all the time, so I certainly hope so."

Is it ever ethical to review a book without reading the entire book?

Yes: 45 (36.3%)
No: 78 (62.9%)
Not Sure: 1 (0.8%)
Comments:

1) "You burn in Hell for that one."

2) "Absolutely despicable practice. Can you judge a good vinaigrette by tasting only the mustard?"

3) "There are certainly books so irredeemably bad that one can confidently reach a judgment without enduring every page."

Payment Nears for Women in Macmillan Sex-Bias Settlement

Ten years after a class action sex-discrimination suit was filed against Macmillan and two years after Macmillan agreed to a $1.9 million out-of-court consent decree, the women involved are receiving waivers that include notification of how much money each will receive under the agreement.

Because the waiver contains a nondisclosure clause, it is unknown how many women are affected and how much the payments are. The money is being distributed under a complicated formula assigning weights to various factors, like years of service and pay.

While Macmillan denies that it engaged in any sex discrimination, under the December 12, 1985, consent decree it agreed to provide a fund of $1,712,500 for women who had worked at the company for at least two years at any time since July 1973. Macmillan also agreed to a fund of $37,500 to be distributed to at least 15 women who were allegedly denied sales positions because of their sex. And the company agreed to an additional fund of $175,000 to be paid to the four women who originally brought the suit (News of the Week, Jan. 10, 1986).

THE GALLUP SURVEY

BY LEONARD WOOD

Book Buying Slightly Up in 1987

Gallup surveys in 1987 revealed that during any given week, 22% of American adults purchased a book. Although the increase over the past years is only slight (up 2% over 1986), this incidence of book buying is the highest observed since questioning began in 1983. The books bought were nearly evenly divided between fiction (41%) and nonfiction titles (42%), with the remainder consisting of textbooks or required reading (15%). The proportion of fiction was down slightly from 1986, while small increases were noted in nonfiction and textbook purchases. In fact, textbooks' share of the market was greater in 1987 than in any of the previous three years.

Historical nonfiction books rebounded in 1987 to account for 14% of the nonfiction market. A larger share of the fiction market was composed of children's books in 1987 (13%) than in 1986 (10%), but only small fluctuations were observed for other fiction categories (Table 1).

Nearly two-thirds of 1987's hardbacks cost more than $10, with the average hardcover price being $16.66, an increase of 8% over the 1986 average of $15.38. The price increase of paperbacks was somewhat less dramatic: the 1987 average price was $5.57, an increase of only 4% (Table 2). ☐

TABLE 1

TYPES OF FICTION/NONFICTION BOOKS PURCHASED IN 1987

Types of Fiction Books Purchased	Total Books 1984 %	1985 %	1986 %	1987 %	Change in % Points '86–'87
Mystery/Spy/ Suspense	18	16	17	17	0
Romance	16	16	16	15	-1
Popular Fiction	10	10	10	10	0
Action/Adventure/ War	13	13	10	11	+1
Science Fiction	10	10	10	9	-1
Children's	na	na	10	13	+3
Historical	12	15	8	9	+1
Western	4	3	5	3	-2
Humor	3	4	5	3	-2
Occult/Supernatural	4	2	3	5	+2
Other	7	8	2	3	+1
Don't know	3	3	4	3	-1
Total	100	100	100	100	

Types of Nonfiction Books Purchased	Total Books 1984 %	1985 %	1986 %	1987 %	Change in % Points '86–'87
Reference/ Instruction/ Computer	16	19	18	18	0
Autobiography/ Biography	14	14	17	15	-2
Historical	14	13	10	14	+4
Religious	9	11	10	9	-1
Home & Garden/ How-To	5	8	9	6	-3
Leisure	8	6	9	8	-1
Health/Diet/Exercise	7	7	6	9	+3
Cookbook	5	5	5	5	0
Children's	na	na	3	3	0
Investment/ Economics/Income Tax	4	4	3	3	0
Other	13	10	6	7	+1
Don't Know	5	3	4	3	-1
Total	100	100	100	100	

TABLE 2

PRICE PAID—ALL BOOKS PURCHASED

	HARDBACK					PAPERBACK				
Price Paid	1984 %	1985 %	1986 %	1987 %	Chg. in % Pts. '86–'87	1984 %	1985 %	1986 %	1987 %	Chg. in % Pts. '86–'87
$2.50 or less	6	5	6	8	+2	23	20	19	20	+1
$2.51–$3.95	4	3	4	3	-1	36	31	29	24	-5
$3.96–$6.00	8	8	9	6	-3	21	26	29	30	+1
$6.01–$10.00	21	18	16	16	0	11	13	13	14	+1
$10.01–$15.00	26	28	26	22	-4	5	5	5	6	+1
More than $15.00	32	37	37	42	+5	2	3	3	4	+1
Don't remember	3	1	2	3	+1	2	2	2	2	0
Total	100	100	100	100		100	100	100	100	
Mean Average	$14.62	$15.18	$15.38	$16.66		$4.76	$5.12	$5.36	$5.57	

NOTE: *Results are based on 10,180 telephone interviews conducted among a nationally representative sample of adults, age 18 and older, from January-December 1987.*

C1852-2
B

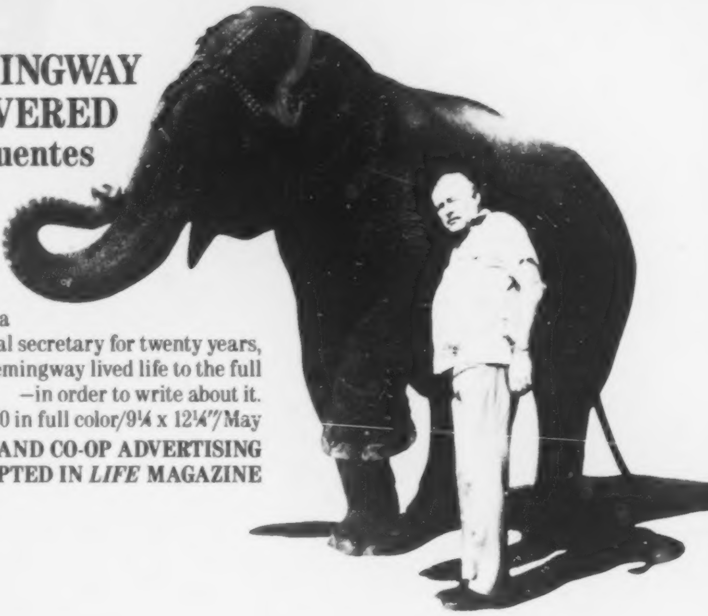
The Revitalization of Collier Books
Spring Audiocassettes • Post-Holiday Business Survey
A Big Reunion for Doubleday • New Directions in Typesetting

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
FEBRUARY 5, 1988 $2.50

*********** 5-DIGIT 20814
PW AQU9W FEB12881 03 0326
SRI ACQUISITIONS 520S119
CONGRESSIONAL INFO SVC
4520 E W HWY
BETHESDA, MD 20814

SCRIBNERS



ERNEST HEMINGWAY REDISCOVERED

Norberto Fuentes

Photographs by Roberto Heriera Sotolongo

This major new collection of photographs —most never before published—captures the extraordinary life Hemingway led in Cuba between 1940 and 1959. Taken by his personal secretary for twenty years, these photographs reaffirm that Hemingway lived life to the full —in order to write about it.

$39.95/0-684-18968-2/150 illustrations, 50 in full color/9¼ x 12¼"/May

■ 25,000-COPY FIRST PRINTING ■ NATIONAL AND CO-OP ADVERTISING
■ TO BE EXCERPTED IN *LIFE* MAGAZINE

THEY ALWAYS CALL US LADIES

Stories from Prison

Jean Harris

In a remarkable new book, Jean Harris examines the lives of women inmates at Bedford Hills Correctional Facility. With the sensitivity she was acclaimed for in *Stranger in Two Worlds,* she captures the despair and abuse these women endure. Her stories bring them to life. It is a harsh and vivid reality Harris creates in this brutally honest indictment of our prison system and of the tragic fate that awaits women prisoners.

$18.95/0-684-18963-1/July

■ 75,000-COPY FIRST PRINTING ■ NATIONAL AND CO-OP ADVERTISING

SPEAKING OUT

The Reagan Presidency from Inside the White House

Larry Speakes with Robert Pack

As presidential spokesman for six years, Larry Speakes occupied this hot seat for President Reagan. Now in this aptly titled account, Speakes gives us the inside story of the administration with uninhibited candor, making SPEAKING OUT not only captivating and sometimes shocking, but also essential reading for all of us.

$19.95/0-684-18929-1/16 black-and-white photographs/June

■ 100,000-COPY FIRST PRINTING
■ NATIONAL AND CO-OP ADVERTISING
■ NATIONAL AUTHOR TOUR

THE WH OU
WAS

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President, Publishing Operations; J. J. Walsh, Financial Vice President, Magazine Division; Thomas J. Dellamaria, Vice President, Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright 1987 by Reed Publishing USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $[illegible], 3 years $217; Canada: 1 year $[illegible], 2 years $[illegible], 3 years $[illegible]. Air delivered to all other countries: 1 year $250, 2 years $425, 3 years $[illegible]. (Remit in U.S. funds only.) Single copy $[illegible]; announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. Address editorial and advertising correspondence to 249 West 17th Street, New York, NY 10011; telephone: 212-645-0067; telex: 12-7703. Address circulation correspondence and changes of address to Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-[illegible]; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly,* P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA — Specialized Business and Consumer Magazines for Building & Construction · Interior Design · Electronics & Computers · Foodservice & Lodging · Manufacturing · Book Publishing & Libraries · Medical/Health Care · Child Care & Development.

Publishers Weekly

VOLUME 233 NUMBER 5
ISSN 000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

FEBRUARY 5, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Maura Hatvary

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURE

The Revivification of Collier Books *by Fleming Meeks* 27

DEPARTMENTS

NEWS OF THE WEEK 10

Key Legislator Sees Berne Adherence Without 'Moral Rights' Changes

Copyright Office Finds 'Reasonable Balance' In Photocopying Arena

AAP November Sales Report

58 Years of Doubleday Friendship

School Division Annual Meeting

Nolan, Disabled Irish Writer, Wins Whitbread Book of the Year Award

Mail-Order Book Swamps Clubs and Agents with Letters from Unwary

Review of Business Books to Bow

Cross Currents

Obituary Notes: Walter Strauss, Harold Matson, Mark Saxton, Arthur Lumsden

AUDIO/VIDEO PLUS 33

Spring Audiocassettes

BOOKSELLING 57

Business Survey
Bookstores Excel in Uncertain Season: Christmas cat, Trump bio and hefty gift books set pace in a varied season reported 'best ever' by some stores

TRADE NEWS 63

NAL Books Buys Lynn Redgrave Memoir/Diet Book

Kowalski's Second Book on Cholesterol Focuses on Children

LSU Starting Series on Carter Presidency This Spring

Eridanos Library to Issue Translations of Modern Foreign Books

Penguin to Republish Self-Published Guide for Parents of Teens

Rollo May Editing Mind Age Series from Saybrook

Back to Press

BOOK DESIGN & MANUFACTURING 67

Changes in Typesetting Create Faster Turnaround: Technology is answering the need for new levels of efficiency in composition

How an Economic Model Helps a Business to Grow

PW INTERVIEWS 75

Lewis Lapham

FORECASTS 77

Nonfiction 77

Fiction 82

Paperbacks 88

COLUMNS

Highlights 7

Letters 8

Media 8

Calendar 8

People 24

Rights 25

The Dessauer Report 62

International Front 66

My Say: *Jerry M. Landay* 74

Index to Advertisers....... 89

Weekly Exchange 91

Paperback Bestsellers 96

Hardcover Bestsellers 98

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** E[illegible]ard Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Copyright Office Finds 'Reasonable Balance' in Photocopying Arena

Concluding that "a reasonable balance" exists between competing interests concerned about photocopying, the Copyright Office has recommended in its second five-year report to Congress that the 1976 Copyright Act be left alone in that regard and that attention be turned instead to the impact of new technology on copyright issues.

The balance sought has been so successful, the Copyright Office of the Library of Congress reports, that if the new technology issues are not to be addressed, the requirement that the Copyright Office report periodically should be eliminated or "the time interval between reports should be increased to 10 years or more."

In the first report, issued in 1983, the Copyright Office made several recommendations, but noted in the current report that "no one has acted upon any of these recommendations," primarily because some of the early proponents of alterations have changed their minds in the intervening years.

After noting in the 1983 report that in certain instances "balance has not been achieved in practice," the Copyright Office suggested that the interested parties get together to resolve their differences and that additional studies be conducted on various aspects of the photocopying issue. It also suggested five specific changes in the law.

The current report notes that all of those suggestions have been ignored in the interim—"the general reaction to the publication of the 1983 report was far from earth-shattering," it says—so it issues no new calls for action, other than for the longer reporting period.

The Copyright Office specifically rejected one suggestion first raised in the original report. At that time, publishers and librarians supported addition of an "umbrella statute" to the copyright law to allow libraries to "copy reasonably from the works of publishers that neither participate in the Copyright Clearance Center nor offer their own copy-licensing system."

Publishers since withdrew their support from the agreement, the Copyright Office report notes, and although a pair of witnesses who appeared at two days of hearings held last year for the report suggested the matter be resurrected, the report says, "We cannot recommend it again. The rejection of it by the general library community, and the expanded scope of the Copyright Clearance Center all mitigate against legislative enactment of the 'umbrella statute' by Congress."

Another recommendation from witnesses that would have impinged on the publishing community would have raised the ceiling on statutory damages for illegal photocopying from $500 to more than $100,000. But the report says that "the range of statutory damages is already wide, and adequate."

Drawing on recommendations made by several organizations, the Copyright Office asked in the report that Congress allow it to "study the effects of new technology on the balance" that it says now exists between user and owner interests in photocopying.

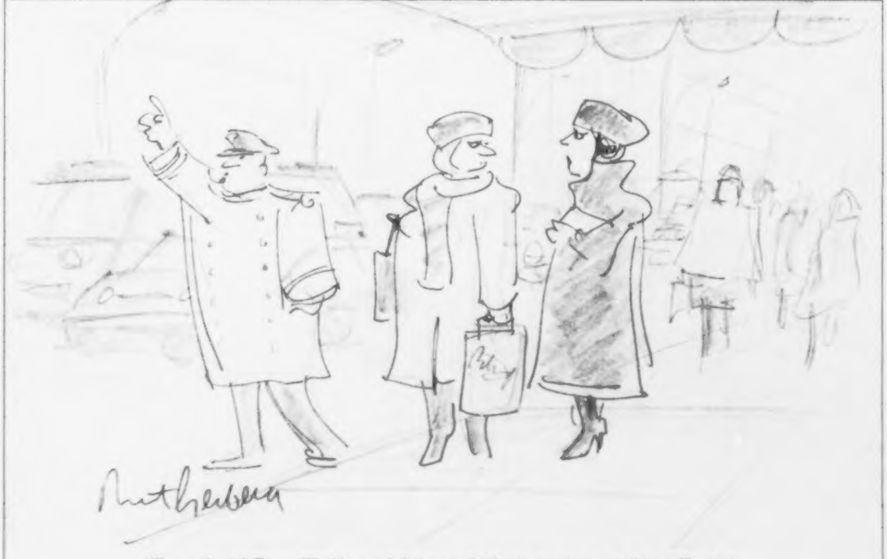
Behind the concern of the impact of new technology is the fear in some quarters that the "expansion of document delivery services, networks, and consortia, and in the creation of optical disk projects" in the past five years could upset the desired balance. —H.F.

AAP Sales Report for November

Category	% change, November	% change, YTD
Adult hardcover	43.7	18.2
Adult paperback	26.9	14.6
Juvenile hardcover	-14.3	18.0
Juvenile paperback	47.2	22.0
Univ. Pr. hardcover	-1.3	7.8
Univ. Pr. paperback	16.9	11.7
Bibles, etc.	-6.3	14.7
Mass market paperback	-20.9	9.4
Book club	4.5	11.0
Mail order	-17.8	0.9
Sci-tech	23.4	12.5
College texts	-2.6	7.7
School texts	-18.8	4.9

Out of Line

by Mort Gerberg



"I'm afraid Tom Wolfe and I have differing views of New York."

THE DESSAUER REPORT

BY JOHN P. DESSAUER

Third Quarter 1987 Sales: Better and Better

Thanks largely to continued gains by consumer books, third-quarter sales raised the industry performance level for the year to the best since 1983. Trade Books were particularly strong, with Juveniles continuing their impressive record, while Mass Market Paperbacks added further to their encouraging comeback that began in the second quarter. Book Clubs, though slipping slightly since their rebound in the first quarter, were holding their own, as were Professional books. Only Mail Order Publications proved disappointing, and Textbooks slipped further off the pace. Among distribution channels, General Retailers held a sturdy lead, while direct-to-consumer sales showed improvement.

Readers comparing this report with those of the first two quarters will encounter some adjustments resulting from the current release by BISG of the final 1986 *Book Industry Trends* estimates prepared by the Center for Book Research, which have been incoporated in the tables. ☐

ESTIMATED PUBLISHERS' NET BOOK SALES—THIRD QUARTER 1987

(Millions of Dollars and Units)

	Jul.–Sep. 1987		Jul.–Sep. 1986		Percent Change		Jan.–Sep. 1987		Jan.–Sep. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
Trade	1,143.2	235.10	946.8	213.79	20.8	10.0	2,549.7	539.59	2,163.0	497.64	17.9	8.4
Adult Hardbound	639.8	93.93	522.7	82.20	22.4	14.3	1,392.8	208.47	1,198.6	192.55	16.2	8.3
Adult Paperbound	297.5	67.47	256.7	63.16	15.9	6.8	679.1	158.95	576.5	146.78	17.8	8.3
Juvenile Hardbound	137.3	36.57	109.0	31.51	26.0	16.0	327.5	87.60	264.7	76.91	23.7	13.9
Juvenile Paperbound	68.6	37.12	58.5	36.93	17.[illegible]	0.5	150.4	84.57	123.2	81.39	22.1	3.9
Religious	177.1	32.24	169.8	33.69	4.3	(4.3)	503.1	94.36	479.4	98.23	5.0	(3.9)
Hardbound	125.8	14.09	120.0	14.77	4.9	(4.6)	357.6	41.33	338.7	43.15	5.6	(4.2)
Paperbound	51.3	18.15	49.8	18.92	2.9	(4.1)	145.5	53.03	140.7	55.08	3.4	(3.7)
Professional	727.6	50.18	630.2	43.89	15.5	14.3	1,934.0	134.27	1,737.5	121.93	11.3	10.1
Hardbound	476.0	16.08	418.9	14.94	13.6	7.6	1,265.8	43.41	1,154.9	41.85	9.6	3.7
Paperbound	251.6	34.10	211.3	28.94	19.1	17.8	668.2	90.86	582.6	80.08	14.7	13.5
Book Club	158.4	26.32	136.3	24.38	16.2	7.9	472.7	79.66	417.6	76.55	13.2	4.1
Hardbound	132.1	10.40	113.2	9.67	16.7	7.6	395.6	31.95	347.0	30.46	14.0	4.9
Paperbound	26.3	15.91	23.0	14.71	14.0	8.2	77.1	47.71	70.6	46.09	9.3	3.5
Mail Order Publications	153.9	27.29	147.2	28.17	4.5	(3.1)	469.4	82.82	452.6	86.14	3.7	(3.8)
Mass Market Paperbacks	332.5	215.90	288.2	190.84	15.4	13.1	806.2	510.99	727.6	460.35	10.8	11.0
University Presses	23.0	1.99	21.7	2.10	6.0	(5.2)	77.1	6.54	71.9	6.48	7.2	0.9
Hardbound	16.8	0.82	15.2	0.80	10.3	2.5	59.0	2.99	55.3	3.03	6.6	(1.3)
Paperbound	6.2	1.18	6.5	1.30	(4.1)	(9.8)	18.1	3.55	16.5	3.46	9.4	2.8
Elhi Text	834.8	119.20	798.7	120.87	4.5	(1.4)	1,415.2	206.14	1,340.9	207.18	5.5	(0.5)
Hardbound	475.3	42.33	452.1	42.94	5.1	(1.4)	808.8	73.17	762.3	73.63	6.1	(0.6)
Paperbound	359.5	76.67	346.6	77.92	3.7	(1.4)	606.4	132.97	578.7	133.55	4.8	(0.4)
College Text	790.5	51.78	754.1	53.29	4.8	(2.8)	1,136.3	79.91	1,083.2	81.40	4.9	(1.8)
Hardbound	669.8	35.16	635.4	36.06	5.4	(2.5)	962.81	54.44	912.6	55.10	5.5	(1.2)
Paperbound	120.7	16.63	118.7	17.23	1.7	(3.5)	173.4	25.47	170.5	26.30	1.7	(3.1)
Subscription Ref.	56.2	0.14	57.2	0.15	(1.7)	(7.1)	152.9	0.39	154.8	0.41	(1.2)	(6.6)
Total	**4,397.3**	**760.13**	**3,950.1**	**711.17**	**11.3**	**6.9**	**9,516.7**	**1,734.66**	**8,620.5**	**1,636.31**	**10.3**	**6.0**

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—THIRD QUARTER 1987

(Millions of Dollars and Units)

	Jul.–Sep. 1987		Jul.–Sep. 1986		Percent Change		Jan.–Sep. 1987		Jan.–Sep. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	2,002.2	321.12	[illegible]	284.92	14.9	12.7	4,850.3	778.14	4,247.2	707.36	14.2	10.0
College Stores	1,239.4	114.76	1,190.8	114.61	4.1	0.1	2,537.0	235.30	2,423.1	237.64	4.7	(1.0)
Libraries & Institutions	365.0	25.80	329.1	24.18	10.9	6.7	1,085.9	77.31	989.9	74.13	9.7	4.3
Schools	763.7	116.69	747.9	120.53	2.1	(3.2)	1,497.1	230.75	1,424.5	231.63	5.1	(0.4)
Direct to Consumer	572.7	72.63	506.4	67.12	13.1	8.2	1,555.7	199.41	1,428.6	191.47	8.9	4.1
Other	92.2	38.26	71.4	31.59	29.2	21.1	286.9	120.77	246.5	111.74	16.4	8.1
Total	**5,035.1**	**689.25**	**4,587.8**	**642.95**	**9.7**	**7.2**	**11,813.6**	**1,641.67**	**10,759.8**	**1,553.97**	**9.8**	**5.8**

- C1852-2
2/19/88

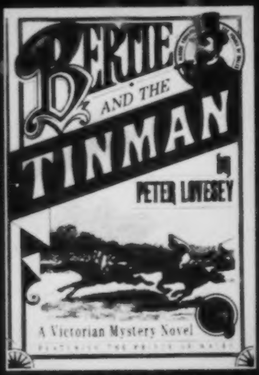
Bringing Back Good Books • The Writers Room: A Profile
Sidelines in the Bookstore • Stephen King on Tape
Book Design: A Roundup of Book Shows

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* FEBRUARY 19, 1988 $2.50

**************** 5-DIGIT 20814
FEB12881 03 0462
PW AQU9E 520S119
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 E W HWY
BETHESDA, MD 20814

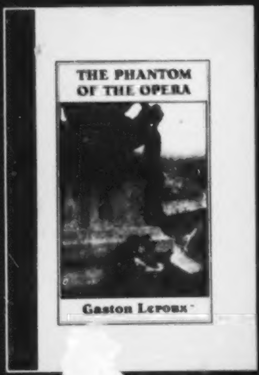
Sign of the crimes.


BERTIE AND THE TINMAN
by PETER LOVESEY
A Victorian Mystery Novel

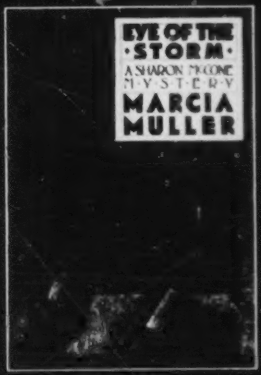
BERTIE AND THE TINMAN
By Peter Lovesey
A princely entertainment in which Prince Albert ("Bertie") of Wales turns detective to solve the suspicious death of the great Victorian jockey, Fred Archer ("The Tinman").
February 0-89296-196-1 $15.95

ELLIS PETERS
A Brother Cadfael Medieval Mystery
THE·HERMIT·OF EYTON·FOREST

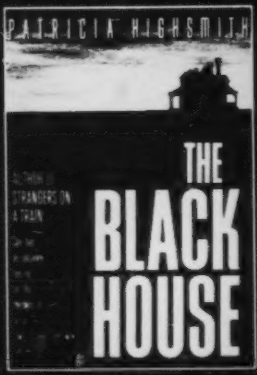
THE HERMIT OF EYTON FOREST
The 14th Chronicle of Brother Cadfael
By Ellis Peters
Brother Cadfael leaves the tranquility of his monastic herb garden to track down a ruthless medieval murderer.
March 0-89296-290-9 $15.95


THE PHANTOM OF THE OPERA
Gaston Leroux

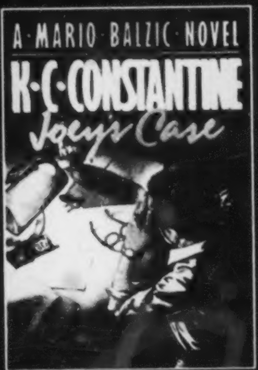
THE PHANT[illegible] OF THE OPERA
By Gaston Le[illegible]
A lavish unab[illegible]ged edition to mark the 75th anniversary of the first U.S. publication. With full-color reproductions of the beautiful and bizarre watercolor illustrations by Andre Castaigne.
March 0-89296-279-8 $25.00


EYE OF THE STORM
A SHARON McCONE MYSTERY
MARCIA MULLER

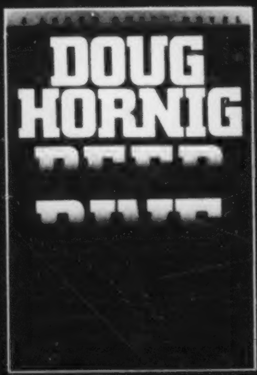
EYE OF THE STORM
A Sharon McCone Mystery
By Marcia Muller
When ill winds conspire with an impending major hurricane, off-duty private investigator Sharon McCone finds herself in trouble far from home.
March 0-89296-269-0 $15.95


PATRICIA HIGHSMITH
AUTHOR OF STRANGERS ON A TRAIN
THE BLACK HOUSE

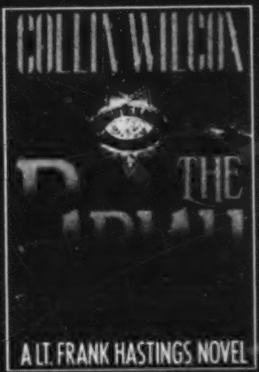
THE BLACK HOUSE
By Patricia Highsmith
A superb new collection of Highsmith short stories—each one a chilling foray into the macabre. Ingenious psychological suspense full of insight into human caprice and cunning.
March 0-89296-227-5 $15.95


A·MARIO·BALZIC·NOVEL
K·C·CONSTANTINE
Joey's Case

JOEY'S CASE
A Mario Balzic Novel
By K. C. Constantine
"The latest case in point that proves K. C. Constantine's Mario Balzic series gets better with each installment."
—The Washington Post
April 0-89296-347-6 $15.95


DOUG HORNIG
DEEP DIVE

DEEP DIVE
A Loren Swift Novel
By Doug Hornig
From the Edgar nominee comes the fourth novel featuring p.i. Loren Swift. "Hornig has created the ideal type of detective." —Houston Chronicle
April 0-89296-257-7 $15.95


COLLIN WILCOX
THE PARIAH
A LT. FRANK HASTINGS NOVEL

THE PARIAH
A Lt. Frank Hastings Novel
By Collin Wilcox
A witness pimp and a computer print-out are Lt. Hastings' only leads to a San Francisco serial murderer who leaves nothing behind—but the corpses.
April 0-89296-280-1 $15.95

A MYSTERY
First Prize
BY ED CLINE

FIRST PRIZE
By Edward Cline
A missing persons case leads ex-cop and philosopher Chess Hanrahan through New York's mean streets and mendacious literary salons to a chilling murder of both body and soul.
April 0-89296-291-7 $15.95

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing, USA, Saul Goldweitz, Chairman, Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067, telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & Construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development.

Publishers Weekly

VOLUME 233 NUMBER 7 *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* FEBRUARY 19, 1988
ISSN 000-0019

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Maura Hatvary

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Authors' Haven 29
The Writers Room in New York has been through several premises, but is now on a roll, buoyed by new support and a hard-working membership
by Will Nixon

Bring Them Back Alive 32
The search for forgotten masterpieces is a never-ending pleasure
by Noel Perrin

DEPARTMENTS

NEWS OF THE WEEK 14
House, Senate Get Meese Antiporn Legislation
Citing No Increased Cost, NISO Urges Use of Acid-Free Paper
Peter Israel Becomes Packager
Thomson Sells Pandora Books to Unwin Hyman
New York Literacy Volunteers to Publish Books
Frank Named Postmaster General
Pockell Named Editorial Director of Kodansha
Palmerton to Head Grolier Book Group
Projected Book Sales 1987-1991
Carol Southern Advances at Crown Group
Mildred Marmur Opens Own Literary Agency
World Rights to Gaddis's Next Novel Bought by S & S
Doubleday Publishing 'Instant' Book by Paul Erdman on Crash
Dorsey Dictionary of American Politics Being Published

BOOKSELLING 35
Stationery Sidelines: Spring 1988

TRADE NEWS 41
The Quilt: Stories from the Names Project

BOOK DESIGN & MANUFACTURING... 47
The Book Show Tradition: Fifty or more years after most exhibits began, the judges have become more merciful, but still apply the highest standards
Zapf Lauds Bitstream As Successful Interpreter of His Designs

AUDIO/VIDEO PLUS .. 55
Stephen King Taped Readings Coming from NAL
Bantam Targets Bookstores for March Audio Giveaway Offer

PW INTERVIEWS 63
Jonathan Kellerman

FORECASTS 65
Nonfiction 65
Fiction 69
Paperbacks 78

COLUMNS

Highlights 7
Media 8
Calendar.................... 8
People 22
Rights 28
My Say: *Roy Hoopes*......... 46
Religious Publishing 60
Talk of the Trade 62
Index to Advertisers 81
Weekly Exchange 84
Paperback Bestsellers 88
Hardcover Bestsellers 90

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

PROJECTED BOOK SALES 1987–1991
by the
Center for Book Research
Millions of Dollars and Units

	1987				1991				Average Rate of Change 1986–1990	
	DOLLARS		UNITS		DOLLARS		UNITS			
	$	% Chg. from '86	#	% Chg. from '86	$ $	% Chg. from '90	# #	% Chg. from '90	$ $	# #
Trade	3,519.0	18.1	814.78	11.4	6,411.0	16.8	1,227.02	14.0	16.6	10.9
Adult Hardbound	1,906.9	18.6	288.45	11.9	3,653.3	18.2	437.72	11.5	17.8	11.2
Adult Paperbound	902.7	12.5	233.96	2.3	1,361.6	11.1	266.74	3.3	11.2	3.1
Juvenile Hardbd.	490.5	25.3	138.53	22.8	1,020.1	18.5	253.52	15.0	21.1	17.6
Juvenile Paperbd.	218.9	23.4	153.84	16.4	376.0	20.3	269.03	30.8	16.3	15.6
Religious	731.7	6.8	150.56	(0.4)	911.1	4.9	136.57	(3.5)	5.9	(2.0)
Hardbound	518.7	7.2	66.77	(2.5)	658.7	5.5	62.92	(2.3)	6.4	(1.7)
Paperbound	213.0	6.0	83.79	1.4	252.4	3.2	73.66	(4.4)	4.7	(2.2)
Professional	2,781.4	9.8	190.47	7.3	4,191.5	10.6	257.07	7.4	10.6	7.7
Hardbound	1,824.0	8.3	62.86	3.1	2,629.3	9.9	73.84	4.7	9.3	3.9
Paperbound	957.4	12.7	127.61	9.4	1,562.2	11.8	183.22	8.5	13.0	9.5
Book Club	655.1	14.3	112.06	6.3	962.0	11.0	129.30	3.9	10.9	4.2
Hardbound	548.8	15.2	44.61	7.7	820.1	11.6	52.31	4.8	11.5	4.8
Paperbound	106.3	9.7	67.45	5.5	142.0	7.5	76.99	3.4	7.9	3.8
Mail Order Pubs.	597.6	3.0	114.59	0.0	716.0	5.8	120.81	2.7	4.3	1.1
Mass Market Pprbck.	1,028.3	9.8	584.43	2.0	1,322.6	7.0	564.32	(0.8)	7.2	(0.3)
Rack-Size	834.7	9.3	539.37	2.1	1,062.7	6.6	521.45	(0.8)	6.8	(0.2)
Non-Rack-Size	193.6	12.2	45.06	0.2	239.9	8.5	42.87	(0.5)	8.6	(1.0)
University Presses	122.9	9.1	11.53	2.3	162.6	8.2	11.83	1.6	7.6	1.0
Hardbound	89.4	9.2	4.70	2.5	116.7	7.8	4.68	0.7	7.3	0.4
Paperbound	33.5	8.8	6.83	2.2	45.9	9.4	7.14	2.2	8.3	1.3
Elhi Text	1,641.6	3.8	231.83	(4.1)	2,079.2	7.8	207.40	(1.0)	5.6	(3.0)
Hardbound	937.9	4.3	88.64	(3.4)	1,244.8	9.7	84.89	1.6	6.7	(1.5)
Paperbound	703.7	3.1	143.19	(4.5)	834.4	5.1	122.51	(2.7)	4.1	(4.0)
College Text	1,612.5	4.0	113.65	(3.5)	1,884.2	3.9	96.81	(3.8)	4.0	(3.8)
Hardbound	1,360.2	4.1	77.30	(2.7)	1,595.8	4.0	67.91	(3.3)	4.1	(3.1)
Paperbound	252.3	3.3	36.35	(5.2)	288.4	3.5	28.91	(5.0)	3.4	(5.5)
Subscription Ref.	213.0	(1.3)	0.53	(6.0)	196.5	(1.4)	0.40	(5.6)	(1.9)	(6.4)
Total	12,903.0	9.8	2,324.42	4.5	18,836.7	10.7	2,751.53	6.2	9.9	4.3

Abstracted from the December 1987 issue of "Trends Update," © 1987 Book Industry Study Group, Inc.

Carol Southern Advances at Crown Group

Carol Southern, vice-president and editorial director of Clarkson N. Potter, has also become associate publisher of the Crown Publishing Group, of which Potter is a part. She joined Crown in 1976 as a senior editor.

With the appointment, Southern becomes one of four Crown associate publishers, all of whom are women. The others are Betty A. Prashker, editor-in-chief; Michelle Sidrane, subsidiary rights and special sales; and Nancy Kahan, publicity and promotion.

Alan Mirken, president of the group, cited Southern for "enriching the heritage" left by Jane West, Potter's publisher, who died in 1981. Authors of the company's lifestyle and design books include Lee Bailey, Mary Emmerling, Suzanne Slesin and Martha Stewart.

Under Southern's leadership, Potter has also published a wide range of other titles, from *Women Men Love, Women Men Leave* to such art books as *Larry Rivers* and the Guillaud series and a children's list featuring the Angelina Ballerina series.

Mildred Marmur Opens Own Literary Agency

Mildred Marmur, former president and publisher of Charles Scribner's Sons, has opened her own literary agency.

Before joining Scribners in 1985, she had been vice-president, director of subsidiary rights for both Simon & Schuster and Random House.

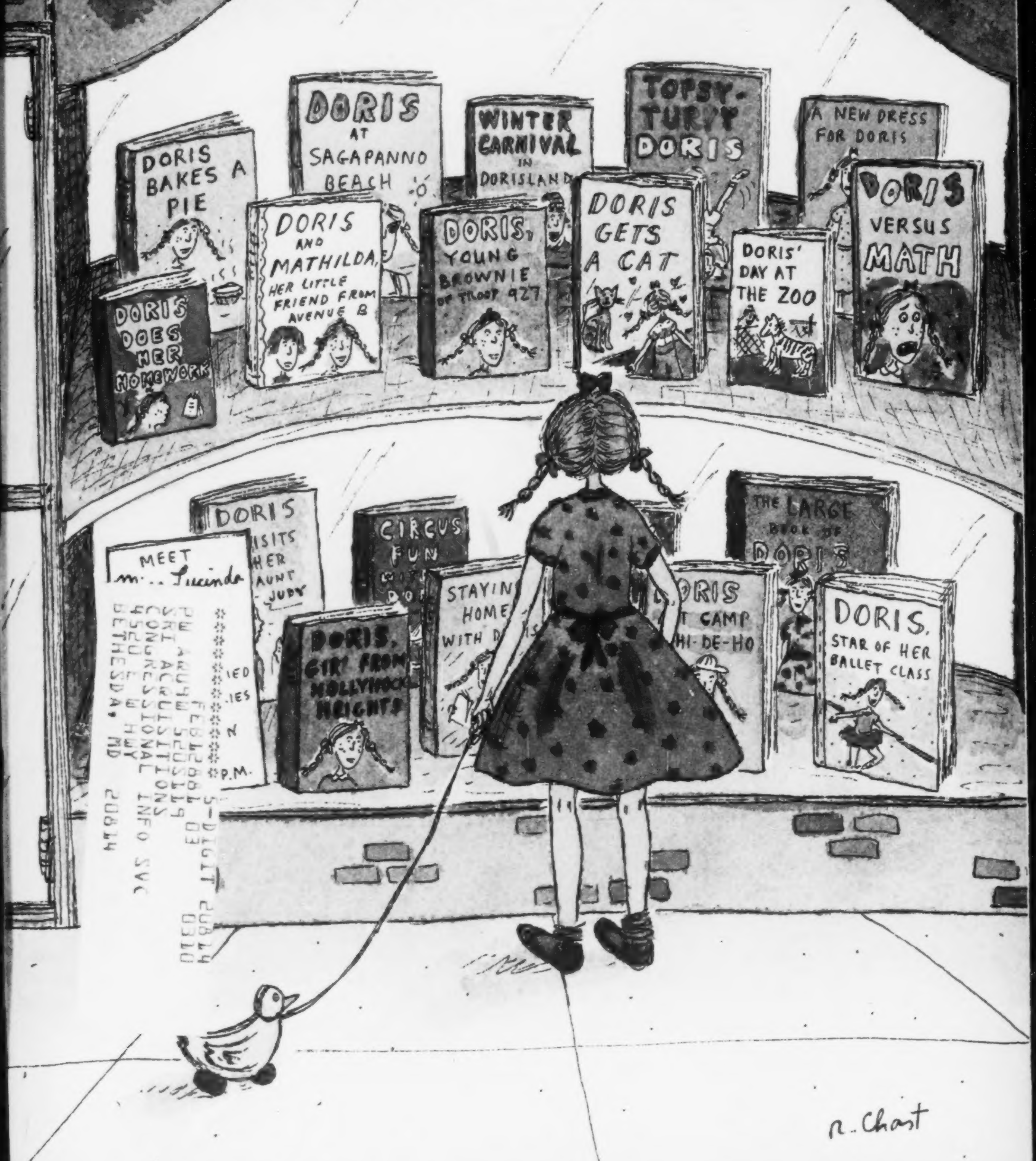
Marmur may be reached at Suite 607, 310 Madison Ave., New York, N.Y. 10017; (212) 949-6055. ☐

C1852-2
2/26/88

Children's Books for Spring

Publishers Weekly®

A CAHNERS/R.R. BOWKER PUBLICATION · THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING · FEBRUARY

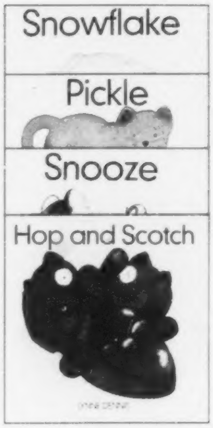

DORIS BAKES A PIE
DORIS AT SAGAPANNO BEACH
WINTER CARNIVAL IN DORISLAND
TOPSY-TURVY DORIS
A NEW DRESS FOR DORIS
DORIS AND MATHILDA, HER LITTLE FRIEND FROM AVENUE B
DORIS, YOUNG BROWNIE OF TROOP 927
DORIS GETS A CAT
DORIS' DAY AT THE ZOO
DORIS VERSUS MATH
DORIS DOES HER HOMEWORK
DORIS VISITS HER AUNT JUDY
MEET Lucinda
CIRCUS FUN
THE LARGE BOOK OF DORIS
STAYING HOME WITH DORIS
DORIS AT CAMP HI-DE-HO
DORIS, GIRL FROM HOLLYHOCK HEIGHTS
DORIS, STAR OF HER BALLET CLASS
R. Chast

KITTEN KAPERS

by Lynne Dennis

These charming first readers capture the distinct personalities of five cuddly kittens with romping tales and colorful illustrations.

Available Now
24 pp., 6⅛ x 6⅛
full-color illustrations
hardcover
preschool
$3.95
- *Snooze • 0-8431-2255-2*
- *Pickles• 0-8431-2256-0*
- *Hop & Scotch • 0-8431-2257-9*
- *Snowflake • 0-8431-2258-7*



BUSY BODY BOARD BOOKS

Charming, energetic illustrations and simple text depict toddlers as they revel in the many things their bodies can do.

Available Now
16 pp., 6 x 6
full-color illustrations
board books
toddlers
$3.95
- *Do This, Hands! • 0-8431-2232-3*
- *Let's Go, Feet! • 0-8431-2233-1*
- *What's On Top, Head? • 0-8431-2234-X*
- *Listen To This, Ears! • 0-8431-2235-8*

Let's Go, Feet!
Listen To This. Ears!
Do This. Hands!
What's On Top, Head?
by Nancy Bentley
Illustrated by Katy Keck Arnsteen

MOTHER GOOSE FROM 1 TO 10

by Becky Schell

"New" Mother Goose rhymes featuring beloved nursery favorites teach youngsters the numbers 1-10 in memorable verse and adorable pictures.

Available Now
16 pp., 6 x 6
full-color illustrations
$2.95 • board book • 0-8431-2236-6
preschool

Mother Goose from 1 to 10

BUGG™ BOOKS

by Stephen Cosgrove
Illustrated by Charles Reasoner

The Bugg Book series gets a fresh look with these charming hardcover storybooks that help children face fears and feelings head on.

Available Now
32 pp., 7 x 8
full-color illustrations
hardcover
preschool-7 years
$3.95
- *Dragon Fly • 0-8431-2484-6*
- *Melody Moth • 0-8431-2285-4*
- *Bee Bop • 0-8431-2286-2*
- *Pop Fly • 0-8431-2287-0*

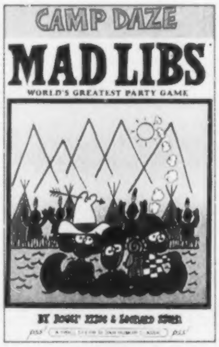
MOTHER GOOSE
PUZZLES
by Rich Latta

MOTHER GOOSE PUZZLES

by Rich Latta

Treasured Mother Goose nursery rhymes form the backbone of this collection of word-making fun that helps first graders learn basic language arts skills. Line drawings inside are suitable for coloring, too!

Available Now
48 pp., 5⅜ x 8⅛
line drawings
$1.95 • softcover w/chipboard
• 0-8431-2229-3
preschool



CAMP DAZE MADLIBS

by Roger Price & Leonard Stern

Kids complete page after page of camp theme stories by supplying the parts of speech indicated, then read their creations and roar with laughter!

Available Now
48 pp., 5⅜ x 8⅛
line drawings
$1.95 • softcover w/chipboard
• 0-8431-2239-0
9 years and up

CRAZY DINOSAUR GAME

Players try to match dinosaur heads and tails by color in this new Crazy Game series. Sounds simple? Just wait . . .

Available Now
5⅜ x 3¼
box includes 9 game cards
$2.95 • 0-8431-2271-4
for all ages

The Blue Hat
The Yellow Hat
The Green Hat
The Red Hat

HAT WORKBOOKS

by J.M. Espelt and M. Ginesta

Stressing early learning skills, language arts and math readiness, these contemporary learners are a must for every child's bookshelf.

Available Now
48 pp., 10⅞ x 7½
full-color illustrations
softcover
preschool-7 years
$2.95
- *The Blue Hat • 0-8431-2202-1*
- *The Green Hat • 0-8431-2203-X*
- *The Red Hat • 0-8431-2204-8*
- *The Yellow Hat • 0-8431-2205-6*

PSS!
PRICE
STERN
SLOAN

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President, Terrence M. McDermott, Executive Vice President, Carroll V. Dowden, Group Vice President, Jerry D. Neth, Vice President/Publishing Operations, J. J. Walsh, Financial Vice President/Magazine Division, Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board, Ira Siegel, President. Copyright © 1987 by Reed Publishing USA, Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011, telephone: 212/645-0067, telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713, in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & Construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development

Publishers Weekly

VOLUME 233 NUMBER 8
ISSN 000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

FEBRUARY 26, 1988

PUBLISHER
Neil A. Perlman
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Ellen Mangin
SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*
SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*
ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*
ART DIRECTOR
Maureen Gleason
COPY EDITOR
Robin Lenz
RESEARCH LIBRARIAN
Miriam E. Phelps
EDITORIAL ASSISTANT
Maura Hatvary
ADMINISTRATIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler
INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*
DIRECTOR OF THE ART DEPARTMENT
Barrie Stern
PRODUCTION
Robert Elder
EDITORIAL PRODUCTION MANAGER
Jane Perkinson
SENIOR PRODUCTION EDITOR
Nancy Brown
PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes, Ann Yazejian
ADVERTISING PRODUCTION MANAGER
Lorena Parrish
ADVERTISING TRAFFIC COORDINATOR
Leonora Waters
ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson
ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo
DIRECTOR, ADVERTISING SALES
Alan Schlanger
CLASSIFIED ADVERTISING MANAGER
Frieda Johnson
PUBLISHING MARKETPLACE MANAGER
Jane Belostock
CIRCULATION DIRECTOR
Joan Roman
CIRCULATION MANAGER
Christine Duffy

FEATURES

SPRING 1988 CHILDREN'S BOOKS 107
The News Is Nonfiction *by Kimberly Olson Fakih* 108
The Gallup Survey:
Who Buys Children's Books? *by Leonard Wood* 112
A Striking Season: New Authors 113
Showing and Selling Original Art *by Amy Meeker* 120
Dr. Dolittle Is Back *by Maureen J. O'Brien* 122
Clement Hurd, 1908–1988 123
N. M. Bodecker, 1922–1988 124
Children's Bestseller List 125

SPRING CHILDREN'S ANNOUNCEMENTS 127

DEPARTMENTS

NEWS OF THE WEEK 98
Addison-Wesley, Pearson Merge for $283 Million
House Bill-Writing on Berne Starts Amid Uncertainties on 'Formalities'
New Imprint at Flammarion to Publish Young Americans
PSP Ponders Internationalization, Growing U.S. Trade Market
Cross Currents
Random to Issue New Version Of Embattled Salinger Bio
Obituary Notes: Jack Elliott Stoddart, Isaac N. Epstein, Adrian Wilson

TRADE NEWS 159
Spring Ahead to Fall Books

BOOKSELLING 164
Chicago's Children's Bookstore: Imaginative owners combine retail and theatrical talents in an award-winning business
Biography Update

AUDIO/VIDEO PLUS .169
Children's Audio and Video Listings

PW INTERVIEWS......176
Amy Schwartz

FORECASTS............ 178
Fiction........................178
Nonfiction 184
Paperbacks 190
Children's Books 194

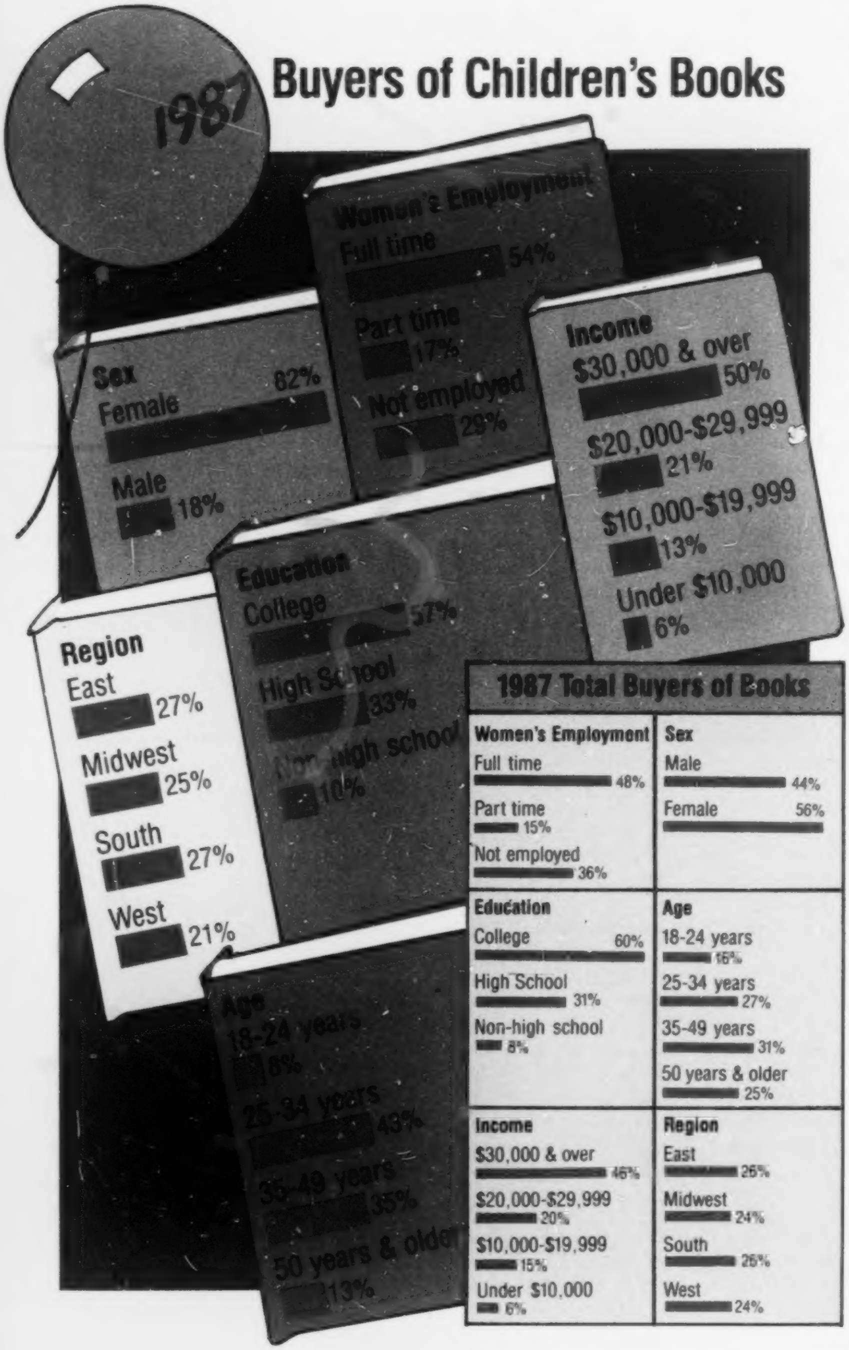
COLUMNS

Highlights 95
Letters 96
Calendar.................... 96
People 104
Rights 168
Talk of the Trade 173
My Say: *Hugh O'Neill* 174
West Watch 175
Index to Forecasts 200
Index to Advertisers 203
Weekly Exchange 204
Paperback Bestsellers.....210
Hardcover Bestsellers.....212

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

BY LEONARD WOOD

Who Buys Children's Books?



Gallup studies throughout 1986 and 1987 have shown that children's books represent on average 6% of all books purchased during the two-year period. But the actual year-by-year figures grew from 5% in 1986 to 7% in 1987.

Buyers of children's books present a rather distinct profile when compared to the overall book-buying population. More than eight in 10 of children's book buyers are women (82%), for instance, compared to only about half of total book purchasers (56%). And relative to all book buyers, purchasers of children's books are disproportionately middle-aged, that is 25–49 years (78%).

Not only are the buyers of children's literature unique, but the books themselves differ considerably from general books. For example, general books purchased during 1987 were nearly evenly divided between fiction and nonfiction titles; children's literature, however, was predominantly fiction (70%), with nonfiction titles representing only 29% of purchases. As to format, 60% of all general books purchased in 1987 were paperbacks, and 39% were hardcovers. When it comes to children's books, these proportions are almost exactly reversed; 55% were hardbacks, while 45% were softcovers.

Despite the dominance of the hardcover format, children's books are less expensive than average. The average cost of a paperback children's book in 1987 was $4.50, but the cost of softcovers in general was 24% higher ($5.60). The price differential between children's hardcovers ($8.20) and the general average ($16.70) was even more dramatic. And almost half of the children's books purchased were gift items (46%), while this was true of only 13% of overall book purchases. ☐

NOTE: Results are based on 10,180 telephone interviews conducted among a nationally representative sample of adults, age 18 and older, throughout 1987.

C1852-2
3/4/88

POSTER
SIDE

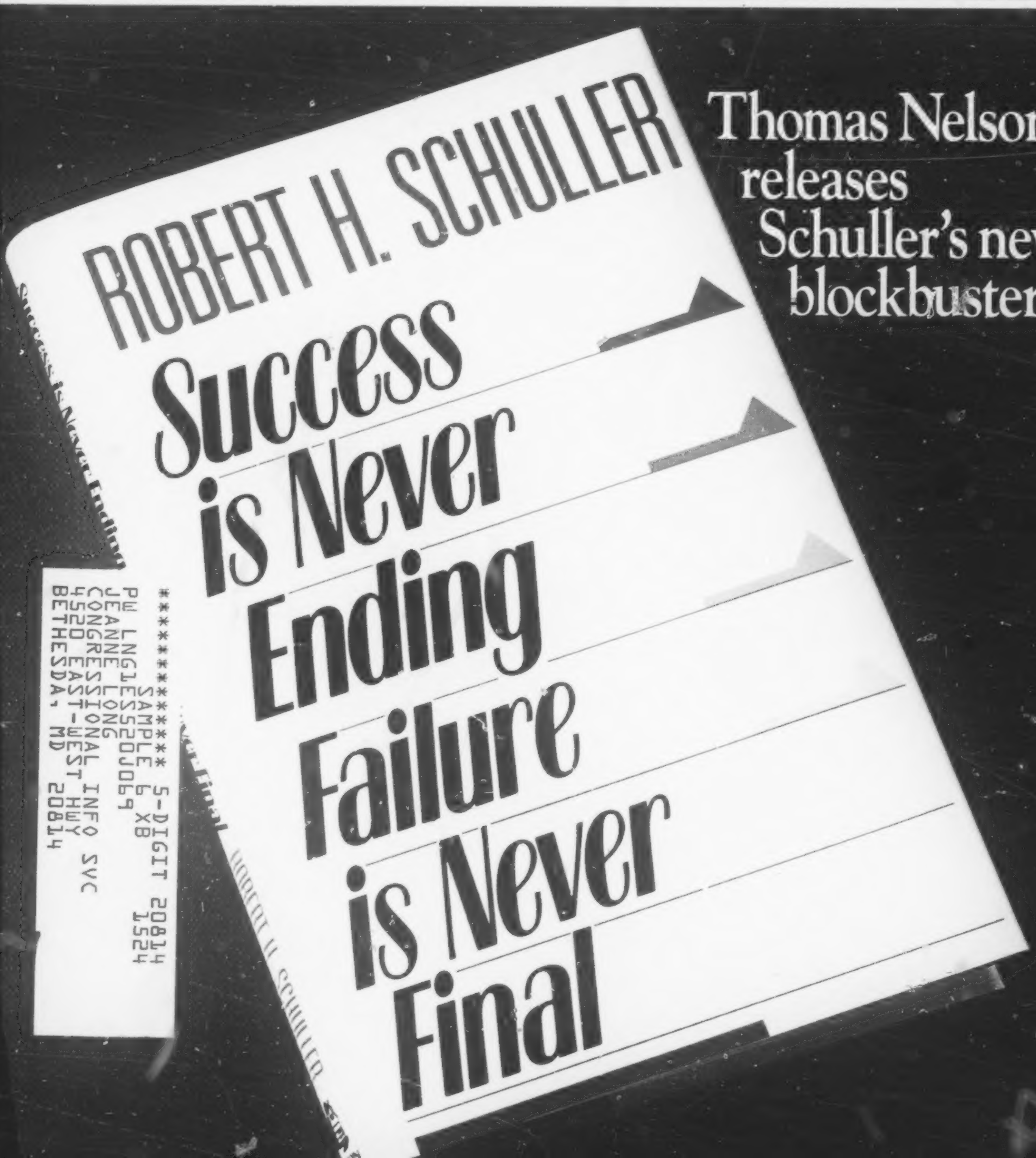
Religious Books for Spring

Fleming Revell Aims at Trade Market • New Study on Christian Publishing

Audio Reviews: Inspiration and Motivation

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MARCH 4, 1988 $2.50


ROBERT H. SCHULLER
Success
is Never
Ending
Failure
is Never
Final
ROBERT H. SCHULLER

Thomas Nelson
releases
Schuller's new
blockbuster.

********** 5-DIGIT 20814
SAMPLE 6 XB 1524
PW LNG1ESS20J069
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

Robert Schuller packs the power
new book that turns dreams into

Copyright 1984 Stephen Kelley

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & Construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development.

Publishers Weekly

VOLUME 233 NUMBER 9
ISSN 000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MARCH 4, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Maura Hatvary

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

SPRING RELIGIOUS BOOKS

1963, a Good Year! 1985, a Great Year!! 2000, an Extraordinary Year!!! 40
New study of Christian book publishing prophesies dramatic increases if . . .
by William Griffin

Fleming Revell: A New Thrust *by Will Nixon* 42

Religious Book Clubs 1988 46

Spring Religious Announcements 49

DEPARTMENTS

NEWS OF THE WEEK 30
Reagan Budget Slightly Increases Education Funds
Stein & Day Wins One Court Action and Faces Another
World Figures to Speak at IPA Congress
Nan Talese to Join Doubleday
Penguin Opens Paris Office
Obituary Notes: Daniel S. Seidman, Wallace A. Matheson, Dohn H. Barham, Mabel Clark Simmons

TRADE NEWS 63
Yale and NY Historical Society Produce NYC Encyclopedia
Doubleday Signs Three Works by Soviet Authors
Georgia to Publish Flannery O'Connor Award Winners
Lance Tapley Signs 20 Regional Anthologies
Penguin Publishes First Anthology in Fiction Series
Back to Press

BOOKSELLING 67
Chariot Books Rides on Category Power
Waldenbooks Marketing Night
Knopf to Launch "Pleasure of Poetry" Campaign Next Month

AUDIO/VIDEO PLUS 71
Category Close-up: Motivation and Inspiration
Who *Are* These People?: Doer's profiles of some of the spoken-audio stars in this category

BOOK DESIGN & MANUFACTURING 83
Otabind—A New Lay-Flat Paperback Binding

PW INTERVIEWS 89
Dan Wakefield

FORECASTS 91
Nonfiction 91
Fiction 95
Paperbacks 102

COLUMNS

Highlights 27
Letters 28
Calendar 28
People 38
International Front 80
My Say: *Leo N. Miletich* 81
Rights 82
Weekly Exchange 108
Paperback Bestsellers 112
Hardcover Bestsellers 114

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

RELIGIOUS BOOK CLUBS 1988

Name of Club Address	Description of Purpose	Cycles per Year Selections per Cycle	Membership Lead Time List Price Range	Book Categories	Submission Requirements	Contact Name Telephone
Augsburg Reading Club 426 S. 5th Ave., P.O.B. 1209 Minneapolis, MN 55440	to offer a wide selection from the best in recent religious books	12 1 main, 4 secondary special offers	1200 6–8 weeks $5–$12	devotional, inspirational, popular commentaries, children's books	finished books	Roderick D. Olson (612) 330-3319
B'nai B'rith Jewish Book Club 230 Livingston St. Northvale, NJ 07647	to offer popular and scholarly Judaica in English	17 1 main, 10 secondary 30 special offers	12,000 3–4 months $9.95 and up	nonfiction and fiction children's and adult	manuscript, page or galley proofs finished books	Arthur Kurzweil (201) 767-4093
Catholic Book Club 106 W. 56 St. New York, NY 10019	to offer literature, theology and political commentary with a Catholic interest	12 1 main, up to 20 secondary special offers	3000 4 months $9.50–$35	–	manuscript, page or galley proofs, finished books	Thomas H. Stahel, S.J. (212) 581-4640
Catholic Digest Book Club St. Paul's Square, P.O.B. 64090 St. Paul, MN 55164	to distribute wholesome, popular books to a primarily Catholic family market	15 1 main, 35 secondary 2 special offers	45,000 2–3 months $12.95–$19.95	religion, history, self-help, novels, mysteries, inspirational	finished books	Henry Lexau (612) 647-5296
Christian Bookshelf 40 Overlook Drive Chappaqua, NY 10514	to bring bestselling Christian literature to members	15 2 main, 40 secondary 1–2 special offers	27,000 2–3 months $7.95–$20	mainly evangelical: fiction biographies, cookbooks, crafts, children's and reference books	manuscript, galley proofs, finished books	Lenore Person (914) 769-9000
Christian Masterworks (new) 214 Massachusetts Ave., NE, Suite 460, Washington, DC 20002	to provide inspirational books and videos oriented to evangelical Protestants	4 1 main, 3 special offers	14,000 4 months $7.95–$13.95	name authors, well-known subjects, biblical and inspirational	manuscript, page or galley proofs finished books	Paul Dietrich (202) 547-1106
Christian Masterworks: Catholic Video and Book Club (new) (Same as above)	to provide inspirational videos and books oriented to mainstream Catholics	4 1 main, 3 special offers	30,000 4 months $7.95–$13.95	name authors, well-known subjects, biblical and inspirational	manuscript, page or galley proofs, finished books	Paul Dietrich (202) 547-1106
Clergy Book Service 12855 W. Silver Spring Butler, WI 53007	to provide books to Roman Catholic and mainline Protestant readers	14 1 main, 40 secondary 15–30 special offers	22,000 6–8 months $12.95–$24.95	Scripture study, theology, spirituality, homiletics, religious education	manuscript, page or galley proofs, finished books	Denise M. Sedivy (414) 569-0324
Enjoy-A-Book Club 3 Station Plaza Woodmere, NY 11598	to provide Jewish-interest books to the home and school	3 to 4 20–25 main	$20,000 6 months $1.95–$24.95	Jewish-interest titles for pre-school through grade 6, plus adult	manuscript, page or galley proofs, finished books	Shimon Spirn (516) 569-0324
Episcopal Book Club P.O.B. 11887 St. Louis, MO 63105		4 1 main	3,200 4–6 months $8.95 min.	biography, non-academic theology, nonfiction, Anglican and Christian history	page or galley proofs, finished books	Rt. Rev. Michael Marshall (314) 721-1570

Evangelical Book Club 1000 E. Huron St. Milford, MI 48042	to select books for evangelical pastors, students, laymen and Sunday teachers	15 1–2 main, 10–12 secondary; 2–5 special offers	11,000 – up to 100	bibles, devotional books, commentaries, crossover secular titles	galley proofs	George Mott (313) 685-8773
Family Bookshelf 40 Overlook Drive Chappaqua, NY 10514	to provide all family members with wholesome, uplifting literature	15 2 main, 35–40 secondary 1 special offer	84,000 2–3 months $7.95–$20	all categories for both inspirational and secular markets	manuscript, galley proofs, finished books	Mary P. Risley (914) 769-9000
Global Church Growth Book Club 1705 N. Sierra Bonita Pasadena, CA 91104	to provide technical and popular books on Christian missiology and Church growth	2 1–2 main, 12 secondary special offers	2000 – $10.95–$15.95	–	page proofs, finished books	David Shaver (818) 798-0819
Inter-Varsity Press-O-Matic Box 1400, 5206 Main St. Downer's Grove, IL 60515	to offer the newest titles from Inter-Varsity Press	12 1–2 main, 1–2 secondary special offers	15,000 6 weeks $2.95–$24.95	reference, history, theology, marriage & family, biography, Christian doctrine	finished books	Joshn Kulczyckys (312) 964-5700
Judaica Book Club 68-22 Eliot Ave. Middle Village, NY 11379	to promote Judaica	4–8 1 main, 3–7 secondary	18,000 2–3 mo. $20–$30	Judaica, nonfiction	manuscript, page and galley proofs	Florence Weissman (718) 456-8611
Minister's Personal Library 4800 W. Waco Drive Waco, TX 76796	to supply professional tools for ministry	13 1 main, 3–5 secondary special offers	not available 5–6 months $8.95–$24.95	preaching, counseling, Christian education, biblical, spiritual	manuscript	Ron Durham (817) 772-7650
Orbis Book Club (new) Maryknoll, NY 10545	to provide a channel for religious and theological dialogue	8 1 main, 1 secondary special offers	– 6 months $12.95–$29.95	contemporary theology and missiology, world religions, ethics	page and galley proofs, finished books	Bob Quigley (914) 941-7590
Provident Readers Club 616 Walnut Ave. Scottdale, PA 15683	to provide recent books to serious, enthusiastic readers	6 3 main, 1 secondary 1 special offer	5500 4 months $3.95–$14.95	self-help, family life, devotional, personal experience/biography	galley proofs	Ron Meyer (412) 887-8500
Religious Book Club 5 S. Buckhart St. Irvington, NY 10533	to help mainline Protestant clergy in their ministry	17 1–2 main, 30–40 secondary	6000 7–8 months $20 and up	professional/reference, bible study, theology, liturgy, Church history, counseling	manuscript, page and galley proofs, finished books	Ken Bazyn (914) 591-6504
Spiritual Book Associates Notre Dame, IN 46556	to provide new spiritual titles for a predominantly Catholic audience	8 1 main, 15 secondary special offers	12,000 6 months $11.95 av.	spiritual life and growth, prayer	manuscript, galley proofs	Kenneth Peters (219) 287-2838
Thomas More Book Club 223 W. Erie St. Chicago, IL 60610	to promote Catholic reading	13 1 main, 5 secondary special offers	9000 8–12 months $8.95–$19.95	theology, Church history, biography, spirituality, morality, commentary	manuscript	John Sprague (312) 951-2100
Word Book Club 4800 W. Waco Dr., P.O.B. 1790 Waco, TX 76703	to provide the evangelical community with Christian literature	15 1 main, 5 secondary	– 4 months $8.95–$16.95	inspirational, Bible study, children's books, selected fiction	manuscript, page and galley proofs, finished books	Steve Gibson (817) 772-7650

Compiled by Charles A. Roth, head of Roth Advertising, Inc., a book publishing agency with many religious accounts

C1852-2
3/16/88

Annual Summary of 1987
Title Production and Price Statistics • The Year's Bestsellers
The Red and the Black • Spring Videocassettes

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MARCH 11, 1988 $2.50

THEY'RE BACK
WITH BACK-TO-BACK BESTSELLERS
Houghton Mifflin Company

*********** 5-DIGIT 20814
PW LNG1ESS520J069 SAMPLE 6 XB 0709
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

Just Published

MAMA DAY

GLORIA NAYLOR

The new novel by the American Book Award-winning author of *The Women of Brewster Place* and *Linden Hills* is already being hailed by readers as an extraordinary work of creative imagination and powerful humanity. Set on one of the small sea islands off our southeastern coast, MAMA DAY pits the ancient wisdom of an elderly matriarch against the dark forces of modern urban life, in a bitter struggle for the soul of her beloved great-niece. $18.95 (716-7)

"Naylor's own magic as a storyteller makes the unbelievable believable. Mixing lyrical delight with stark horror, her vividly imagined world is mesmerizingly authentic."
—BOB SUMMER, *Southern Magazine*

"Gloria Naylor has written a big, strong, dense, admirable novel."
—BHARATI MUKHERJEE,
New York Times Book Review

NATIONAL COOP ■ $100,000
PROMOTION BUDGET
AUTHOR TOUR ■ POSTER

TICKNOR & FIELDS

A Featured Selection of the Literary Guild

© Donna DeCesare. 1984

SEASON TICKET
A Baseball Companion

ROGER ANGELL

Baseball fans everywhere know that the only thing equal to spring training is the arrival of a new book by Roger Angell. Now baseball's Most Valuable Writer takes up where he left off in *Late Innings*, with a fresh exploration of the games and skills, stratagems and stars and celebrations of our grand pastime, as seen by a famous reporter whose affection for baseball is matched only by the magic of his pen. $18.95 (38165-7)

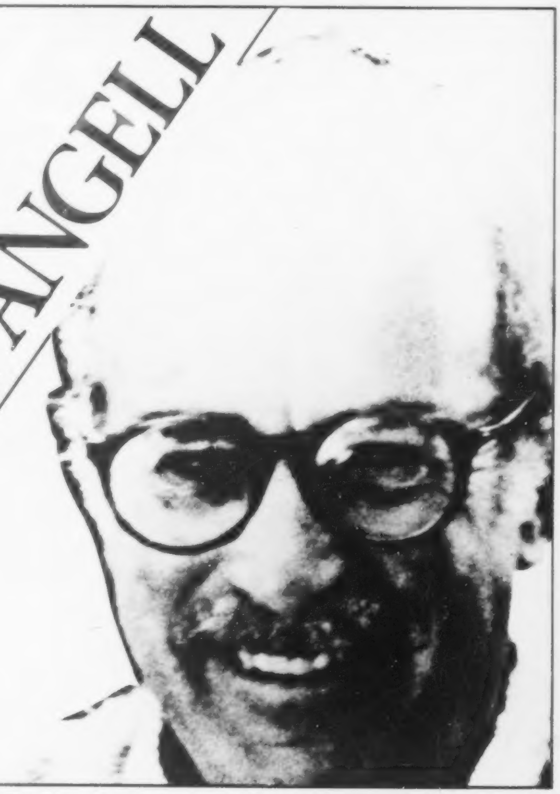
"Insights as well as intelligence from a nonpareil among baseball journalists."
—**Kirkus Reviews*

"Once again, Angell confirms that he is the bard of the diamond—a must for fans."
—Publishers Weekly

NATIONAL COOP ■ 40,000
FIRST PRINTING ■ $40,000
PROMOTION BUDGET
AUTHOR TOUR ■ POSTER

A Selection of the
Book-of-the-Month Club

Houghton Mifflin Company



Nancy Crampton

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President Publishing Operations; J. J. Walsh, Financial Vice President Magazine Division; Thomas J. Dellamaria, Vice President Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00; announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212-645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA □ Specialized Business and Consumer Magazines for Building & Construction □ Interior Design □ Electronics & Computers □ Foodservice & Lodging □ Manufacturing □ Book Publishing & Libraries □ Medical/Health Care □ Child Care & Development.

Publishers Weekly

VOLUME 233 NUMBER 10 *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MARCH 11, 1988
ISSN 000-0019

PUBLISHER
Neil A. Perlman
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Ellen Mangin
SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*
SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*
ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*
ART DIRECTOR
Maureen Gleason
COPY EDITOR
Robin Lenz
RESEARCH LIBRARIAN
Miriam E. Phelps
EDITORIAL ASSISTANT
Maura Hatvary
ADMINISTRATIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler
INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*
DIRECTOR OF THE ART DEPARTMENT
Barrie Stern
PRODUCTION
Robert Elder
EDITORIAL PRODUCTION MANAGER
Jane Perkinson
SENIOR PRODUCTION EDITOR
Nancy Brown
PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian
ADVERTISING PRODUCTION MANAGER
Lorena Parrish
ADVERTISING TRAFFIC COORDINATOR
Leonora Waters
ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson
ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo
DIRECTOR, ADVERTISING SALES
Alan Schlanger
CLASSIFIED ADVERTISING MANAGER
Frieda Johnson
PUBLISHING MARKETPLACE MANAGER
Jane Belostock
CIRCULATION DIRECTOR
Joan Roman
CIRCULATION MANAGER
Christine Duffy

FEATURES

1987: THE YEAR IN REVIEW

Title Output and Prices 30
by Chandler B. Grannis

Hardcover Bestsellers 34
by Daisy Maryles

Paperback Top Sellers 40
by John Mutter

Literary Prizes and Awards 47
compiled by Miriam E. Phelps

Resisting Their Rich Allure 50
Publishers and booksellers talk about 1987's 'bestsellers' that weren't, in our annual 'The Red and the Black' survey *by William Goldstein*

DEPARTMENTS

NEWS OF THE WEEK 18

Court Rebuffs Falwell, Affirms Right to Spoof Public Figure

Trade Commission Estimates $427 Million Lost to Pirates

Update on Earnings and Strategy of Robert Maxwell's Behemoth

Bertelsmann Bid for British Book Club Blocked as Monopoly

Cross Currents

Supreme Court Declines to Hear Tennessee Textbook Case

S & S Buys British Imprints

Verity, Yeutter and Oman Tell Senate Unit They Favor Berne

Harper & Row to Sell Hemisphere to Taylor & Francis

Obituary Notes: Merrill S. Pollack, Oliver Swan

BOOKSELLING 58

Barbara's Bookstore: 25 Years of Hip Lit

AUDIO/VIDEO PLUS .. 63

Videocassettes: Spring 1988

MARKETING 74

'Booming' the Book Through the Years

PW INTERVIEWS 82

J. G. Ballard

FORECASTS 85

Fiction 85
Nonfiction 90
Paperbacks 96
Children's Books 101

COLUMNS

Highlights 13
Media 16
Calendar 16
People 28
Rights 56
Talk of the Trade 72
Religious Books 78
Independent Publishing 80
Weekly Exchange 108
Paperback Bestsellers 112
Hardcover Bestsellers 114

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST**: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH**: Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST**: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Title Output and Prices

Although output remains close to 1986 levels, most categories show higher prices

BY CHANDLER B. GRANNIS

Preliminary figures on U.S. book title output and average prices per volume for 1987 suggest that final output totals will be not far from the 1986 figures and that average prices will show moderate increases among the 23 subject categories customarily used in compiling these statistics. The figures are all derived from R. R. Bowker Co. data bases; mass market paperback figures come from *Paperbound Books in Print* entries, and all others come from the American Book Publishing Record/Weekly Record base. Final figures for 1987, which will include data not compiled by December 31, will be available late in the summer.

Total 1987 title production (Table 1), numbering 45,401 books in the preliminary computation, may well be close to the 52,637 counted for all of 1986.

The final total on mass market paperback output will be higher than the preliminary total of 3,910 given here (Table 2).

The 1987 trade paperback totals, i.e., non-mass-market, (Table 3) are running about even with 1986, and may again wind up in the 16,000 range.

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1985 ALL HARD & PAPER	1986 HARD & TRADE PAPER Books	Editions	Totals	1986 ALL HARD & PAPER	1987 PRELIMINARY HARD & TRADE PAPER Books	Editions	Totals	1987 PRELIMINARY ALL HARD & PAPER
Agriculture	536	477	81	558	564	395	68	463	470
Art	1,545	1,504	190	1,694	1,697	1,096	177	1,273	1,280
Biography	1,953	1,805	281	2,086	2,152	1,530	224	1,754	1,818
Business	1,518	1,197	376	1,573	1,604	909	275	1,184	1,212
Education	1,085	866	143	1,009	1,029	738	117	855	869
Fiction	5,105	2,687	467	3,154	5,578	2,668	347	3,015	5,647
General Works	2,905	2,144	279	2,423	2,484	1,791	245	2,036	2,117
History	2,327	2,015	423	2,438	2,471	1,789	433	2,222	2,250
Home Economics	1,228	900	106	1,006	1,103	751	104	855	9[illegible]4
Juveniles	3,801	3,849	206	4,055	4,516	3,223	207	3,430	3,794
Language	632	528	123	651	668	407	85	492	514
Law	1,349	1,018	363	1,381	1,385	856	283	1,139	1,142
Literature	1,964	1,788	322	2,110	2,145	1,640	237	1,877	1,918
Medicine	3,579	2,845	557	3,402	3,445	2,739	554	3,293	3,339
Music	364	270	76	346	356	211	58	269	271
Philosophy, Psychology	1,559	1,323	264	1,587	1,669	1,145	231	1,376	1,515
Poetry, Drama	1,166	1,180	71	1,251	1,278	930	68	998	1,011
Religion	2,564	2,464	299	2,763	2,788	2,008	279	2,287	2,303
Science	3,304	2,782	564	3,346	3,360	2,287	463	2,750	2,755
Sociology, Economics	7,441	6,815	1,042	7,857	7,912	5,589	823	6,412	6,491
Sports, Recreation	1,154	843	189	1,032	1,192	732	158	890	1,068
Technology	2,526	2,213	449	2,662	2,698	1,755	383	2,138	2,164
Travel	465	412	121	533	543	371	112	483	496
Total	50,070	41,925	6,992	48,917	52,637	35,560	5,931	41,491	45,401

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1985 TOTALS	1986 NEW BOOKS	1986 NEW ED'NS	1986 TOTALS	1987 PRELIMINARY NEW BOOKS	1987 PRELIMINARY NEW ED'NS	1987 PRELIMINARY TOTALS
Fiction	436	353	78	431	230	55	285
Nonfiction	14,903	12,984	2,518	15,502	10,146	2,165	12,311
Total	15,339	13,337	2,596	15,933	10,376	2,220	12,596

Readers of these reports often ask for estimates in round numbers. In those terms, it is probably fair to say that close to 52,000 titles a year are being recorded by Bowker, made up, very roughly, of 32,000 hardcover books, 16,000 non-mass-market paperbacks, and 4000 mass market titles.

It is less easy to estimate the probable total numbers of imported titles (Table 4) and translations into English (Table 5), since data in these areas are incomplete. However, the final 1987 figures probably will not differ widely from those of 1986.

Average prices of hardcover books (Table A) are up in nearly every category. The overall average price per volume is $35.34 (preliminary), or 9% over the 1986 final figures of $32.43. (See also Table D.)

Counting only the volumes priced under $81 (Table A-1), the 1987 preliminary hardcover average is $28.71, 6% over the final 1986 average of $27.15.

The overall mass market paperback average price for 1987 (Table B) appears virtually unchanged from 1986, though substantial changes can be seen among the subject classifications. The overall average is, of course, decisively influenced by the fiction figures, which account for two-thirds of the total mass market listings.

Trade paperback prices per volume (Table C), 1986 final to 1987 preliminary, have dropped slightly—from $14.86 to $14.53, though shifts among the various categories may be substantial.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography (no Dewey numbers used); Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919. □

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1985 FIN.	1986 FIN.	1987 PREL.
Agriculture	7	6	7
Art	3	3	7
Biography	79	76	64
Business	26	31	28
Education	12	20	14
Fiction	2,524	2,424	2,632
General Works	86	61	81
History	31	33	28
Home Econ.	101	97	102
Juveniles	427	461	364
Language	14	17	22
Law	6	4	3
Literature	35	35	41
Medicine	36	43	46
Music	9	10	2
Philosophy, Psychology	112	82	139
Poetry, Drama	16	27	13
Religion	24	25	16
Science	15	14	5
Sociology, Economics	44	55	79
Sports, Recreation	149	160	178
Technology	42	36	26
Travel	9	10	13
Total	3,807	3,730	3,910

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1985	1986			1987 PRELIMINARY		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	118	117	7	124	74	14	88
Art	166	160	8	168	68	8	76
Biography	216	163	25	188	86	16	102
Business	196	140	19	159	94	20	114
Education	211	212	8	220	201	8	209
Fiction	171	199	48	247	141	43	184
General Works	329	322	24	346	255	22	277
History	395	337	47	384	276	48	324
Home Econ.	41	36	6	42	20	5	25
Juveniles	92	108	4	112	62	1	63
Language	216	212	22	334	117	14	131
Law	170	151	39	190	127	31	158
Literature	267	241	20	261	177	16	193
Medicine	598	607	58	665	487	39	526
Music	70	60	6	60	34	4	38
Philosophy, Psychology	267	243	20	263	200	16	216
Poetry, Drama	220	206	10	216	105	7	112
Religion	173	131	10	141	103	20	123
Science	1,242	1,061	153	1,214	812	109	921
Sociology, Economics	1,559	1,491	144	1,635	1,144	68	1,212
Sports, Recreation	107	100	10	110	54	8	62
Technology	419	554	64	618	388	45	433
Travel	61	36	10	46	27	8	35
Total	7,304	6,887	762	7,749	5,052	570	5,622

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTAL
1984 Final	16	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,439
1985 Final	8	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,385
1986 Final	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,762
1987 Preliminary	27	16	27	2	445	378	38	85	51	26	14	183	101	31	8	N/A	1,423

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES*

CATEGORY	1977 PRICES	1985 VOLS.	1985 PRICES	1986 VOLS.	1986 PRICES	1987 PRELIMINARY VOLS.	1987 PRELIMINARY $ TOTAL	1987 PRELIMINARY PRICES
Agriculture	$16.24	368	$36.77	391	$39.26	331	$15,543.22	$46.96
Art	21.24	908	35.15	996	35.41	772	29,668.67	38.43
Biography	15.34	1,298	22.20	1,446	22.96	1,251	30,438.47	24.33
Business	18.00	1,040	28.84	1,115	30.72	889	28,247.89	31.77
Education	12.95	602	27.28	559	26.11	562	17,607.47	31.33
Fiction	10.09	1,800	15.29	2,212	16.84	2,148	39,055.48	18.18
General Works	30.99	1,632	37.91	1,511	38.97	1,349	54,999.72	40.77
History	17.12	1,506	27.02	1,598	28.44	1,545	48,549.52	31.42
Home Economics	11.16	594	17.50	532	18.97	476	9,681.96	20.34
Juveniles	6.65	2,529	9.95	3,066	10.64	2,561	29,681.21	11.59
Language	14.96	347	28.68	351	32.80	277	10,254.82	37.02
Law	25.04	955	41.70	958	49.20	849	40,420.13	47.61
Literature	15.78	1,181	24.53	1,359	25.73	1,312	37,236.87	28.38
Medicine	24.00	2,798	44.36	2,643	49.99	2,616	147,951.84	56.56
Music	20.13	238	28.79	222	32.59	176	6,446.33	36.63
Philosophy, Psychology	14.43	895	28.11	991	29.65	926	30,088.41	32.49
Poetry, Drama	13.63	563	22.14	617	25.11	607	17,127.63	28.22
Religion	12.26	1,100	19.13	1,171	21.60	1,009	24,434.83	24.22
Science	24.88	2,556	51.19	2,559	55.65	2,141	130,242.85	60.83
Sociology, Economics	29.88	4,761	33.33	5,043	30.34	4,422	149,962.07	33.91
Sports, Recreation	12.28	530	23.43	573	23.25	497	11,673.13	23.49
Technology	23.61	1,693	50.37	1,904	55.00	1,592	92,665.76	58.21
Travel	18.44	210	24.66	218	24.32	178	4,880.64	27.42
Total	$19.22	30,104	$31.46	32,035	$32.43	28,486	$1,006,858.92	$35.35

*From *Weekly Record Listings of Domestic and Imported Books*

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1984 PRICES	1985 VOLS.	1985 PRICES	1986 VOLS.	1986 PRICES	1987 PRELIMINARY VOLS.	1987 PRELIMINARY $ TOTAL	1987 PRELIMINARY PRICES
Agriculture	$28.85	337	$29.99	356	$31.89	282	$ 9,267.72	$32.86
Art	28.90	868	30.05	961	31.63	739	24,889.67	33.68
Biography	20.91	1,282	20.81	1,431	21.66	1,229	27,405.52	22.29
Business	24.74	1,024	27.27	1,038	28.44	869	26,199.14	30.14
Education	21.81	598	24.02	[illegible]	25.75	548	15,823.97	28.87
Fiction	14.49	1,799	15.24	[illegible]	15.89	2,121	35,844.48	16.89
General Works	26.97	1,561	29.05	1,441	31.86	1,272	43,139.97	33.91
History	23.89	1,487	25.41	1,578	27.04	1,506	44,078.07	29.26
Home Economics	15.53	591	17.11	528	18.41	472	9,104.74	19.28
Juveniles	9.75	2,529	9.95	3,062	10.47	2,558	29,192.26	11.41
Language	22.96	343	27.61	340	30.24	266	8,608.32	32.36
Law	31.60	888	35.87	863	37.28	744	26,992.08	36.27
Literature	21.69	1,169	23.46	1,346	24.63	1,293	34,432.37	26.62
Medicine	33.93	2,505	36.29	2,235	37.34	2,089	79,568.14	38.08
Music	25.01	236	27.72	217	26.30	169	5,411.83	32.02
Philosophy, Psychology	25.22	886	27.34	980	28.48	910	28,390.71	31.19
Poetry, Drama	19.32	554	20.90	610	22.82	591	14,660.63	24.80
Religion	16.30	1,096	18.88	1,162	20.08	995	22,533.88	22.64
Science	37.71	2,232	40.06	2,122	40.96	1,713	73,481.61	42.89
Sociology, Economics	25.48	4,689	27.91	4,978	28.89	4,331	136,446.35	31.50
Sports, Recreation	19.27	525	21.36	571	21.77	494	11,358.13	22.99
Technology	35.77	1,507	38.60	1,630	39.88	1,341	55,892.06	41.67
Travel	18.92	207	22.07	216	23.74	174	4,251.19	24.43
Total	$24.66	28,913	$26.57	30,468	$27.15	26,706	$766,972.84	$28.71

TABLE B MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	*1985*	*1986*		*1987 PRELIMINARY*		
	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$5.75	6	$6.04	6	$ 21.35	$ 3.56
Art	9.80	3	9.80	7	86.65	12.38
Biography	4.81	76	5.15	62	316.15	5.10
Business	7.57	31	7.73	28	178.90	6.39
Education	6.07	20	7.28	14	83.85	5.99
Fiction	3.24	2,424	3.46	2,571	9,227.90	3.59
General Works	4.64	61	5.07	80	431.70	5.40
History	5.34	33	5.17	28	137.30	4.90
Home Economics	5.65	97	6.23	99	662.25	6.69
Juveniles	2.71	461	2.71	363	1,015.30	2.80
Language	4.28	17	5.28	22	108.65	4.94
Law	6/62	4	3.98	2	11.95	3.98
Literature	4.76	35	4.92	40	180.05	4.50
Medicine	6.65	43	7.18	46	288.90	6.28
Music	5.67	10	4.21	2	14.90	7.45
Philosophy, Psychology	4.22	82	5.07	137	679.55	4.96
Poetry, Drama	4.88	27	5.76	13	65.70	5.05
Religion	3.21	25	3.84	16	59.40	3.71
Science	4.83	14	5.91	5	22.75	4.55
Sociology, Economics	4.76	55	5.32	78	438.80	5.63
Sports, Recreation	3.80	160	4.09	175	870.35	4.97
Technology	12.29	36	12.08	25	267.15	10.69
Travel	4.93	10	5.02	13	89.45	6.88
Total	$3.63	3,730	$3.86	3,833	$15,258.95	$3.98

TABLE C TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	*1977*	*1985*		*1986*		*1987 PRELIMINARY*		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$5.01	198	$9.50	149	$13.22	123	$1,644.51	$13.37
Art	6.27	593	14.04	641	15.46	480	7,240.33	15.08
Biography	4.91	536	10.78	591	11.32	466	4,703.85	10.09
Business	7.09	425	16.83	421	18.56	281	4,706.47	16.74
Education	5.72	440	12.98	412	14.01	281	5,499.35	19.57
Fiction	4.20	726	13.66	897	8.64	847	7,499.84	8.85
General Works	6.18	1,123	19.13	828	28.44	663	15,941.35	24.04
History	5.81	729	14.08	766	14.55	639	8,717.25	13.64
Home Economics	4.77	513	9.22	450	9.96	366	3,759.65	10.27
Juveniles	2.68	767	5.20	906	5.71	817	11,618.88	14.22
Language	7.79	252	13.25	287	14.31	205	2,836.67	13.83
Law	10.66	339	18.46	364	17.46	257	5,042.84	19.62
Literature	5.18	694	14.04	712	13.19	541	6,539.99	12.08
Medicine	7.63	698	16.01	692	19.34	649	11,768.63	18.13
Music	6.36	113	12.20	117	13.67	89	1,164.43	13.08
Philosophy, Psychology	5.57	523	13.25	564	13.36	437	5,687.50	13.01
Poetry, Drama	4.71	550	8.86	596	10.02	374	3,427.81	9.16
Religion	3.68	1,373	9.30	1,525	9.26	1,255	11,559.15	9.1
Science	8.81	677	19.78	707	23.27	571	12,370.54	21.66
Sociology, Economics	6.03	2,402	16.30	2,597	16.76	1,911	29,479.62	15.42
Sports, Recreation	4.87	447	10.66	430	11.49	379	4,274.35	11.27
Technology	7.97	722	21.08	682	25.55	511	12,158.37	23.79
Travel	5.21	235	10.48	299	10.91	298	3,207.85	10.76
Total	$5.93	15,075	$13.98	15,633	$14.86	12,440	$180,849.23	$14.53

TABLE D THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY	AVG.	MED.	HISTORY**	AVG.	MED.
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—214 vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00
1982—177 vols./41 pubs.	$14.75	$14.95	1982—140 vols./62 pubs.	$20.43	$18.95	1982—152 vols./64 pubs.	$22.88	$19.50
1981—243 vols./45 pubs.	$12.61	$13.50	1981—116 vols./54 pubs.	$18.09	$16.95	1981—188 vols./70 pubs.	$20.35	$19.00
1980—317 vols./42 pubs.	$11.73	$11.50	1980—130 vols./56 pubs.	$17.05	$15.00	1980—154 vols./57 pubs.	$19.85	$18.50

*Not Mystery, Western, SF, Light Romances

** Not Art Books

Hardcover Bestsellers

A record number of titles; continued high unit sales

BY DAISY MARYLES

The most significant feature to emerge from the 19[illegible]rop of top hardcover sellers is the sheer breadth of titles reported to have sold 100,000 copies or more during the year. In fiction, there were 52 books to claim this distinction, and, in nonfiction, 72 titles made it to the six-figure count. Previous records were shattered, specifically 1985's 43 fiction titles having sales of 100,000 or more and the 51 nonfiction books in 1986 that achieved that rate of sale.

There were other numbers that also set records. While fewer books went over the one-million mark—this year four titles achieved that rank, compared with five in the two prior years—an impressive 17 books made it over the 500,000 mark, better than the 12 and 13 titles that hit 500,000 or more in 1986 and 1987, respectively. Also, for the first time in these annual bestseller exercises, the 15 1987 runners-up in nonfiction claimed sales of 200,000 or more copies. Only a few years back, in 1983, Art Buchwald's *While Reagan Slept* made it to #15 with sales of 185,417. This year, with sales a few thousand less—181,000 for *I Think I Don't Remember*—his ranking was #34.

In past years, we congratulated those writers who achieved the distinction of placing two books among the top 10 of the year. In 1987 one of those authors, Stephen King, returns with three titles in the top 10. Reports that he plans not to write any new hardcover fiction in 1988 should be a cause for celebration among his scrivener comrades who vie for these high slots.

King's and Bill Cosby's latest titles once again top the fiction and nonfiction lists. The last time that both the lead fiction and nonfiction authors stayed at the top for two years in a row was 1974 and that feat was accomplished with the same books—Richard Bach's *Jonathan Livingston Seagull* and Kenneth Taylor's *The Living Bible.*

While the fiction list of top 15 claims 13 bestselling veterans, two first novels managed to fare extremely well in 1987—the much-touted *Presumed Innocent* by Scott Turow and the first fictional effort by the bestselling nonfiction chronicler of modern American culture, *The Bonfire of the Vanities* by Tom Wolfe. Both books set sales records for publisher Farrar, Straus & Giroux, a house usually associated with national and international literary prizes and not with mega-commercial successes (they had both in large quantities this past year).

The nonfiction subjects that seemed to score high in 1987 are also worthy of note. While humor, a cookbook, business and sports were all represented, as well as celebrity and political figures like Shirley MacLaine, Tip O'Neill and Marlo Thomas, Britain's and America's secret-service agencies were of paramount interest. Two magnificent pictorials of the U.S. and the Soviet Union made it to the top 15 as did a book by an accredited surgeon on miraculous recoveries from major illnesses. But certainly, the "sleeper" of the year was *The Closing of the American Mind*, with the most unlikely bestseller subhead, *How Higher Education Has Failed Democracy and Impoverished the Souls of Today's Students.*

Figures for the top hardcover bestsellers, including runners-up, are based on sales figures supplied by publishers. We asked them to give us figures that reflect only 1987 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries only—not book club, overseas and direct-mail sales.

"Sales," as used on these lists, refers to books shipped and billed in calendar year 1987. Publishers were asked, however, to reflect returns made through January 30, 1988. Still, in many cases, the 1987 figures include books still on bookstore and wholesalers' shelves and/or books on the way back to publishers' warehouses, as well as books planned for return that may not yet have been counted.

Sometimes publishers are in the happy situation of being able to recycle their returns into sales for the following calendar year, espe-

PW's 1987 Bestsellers Fiction

1 **The Tommyknockers** by Stephen King. Putnam (11/10/87); 1,405,000

2 **Patriot Games** by Tom Clancy. Putnam (8/4/87); 1,063,000

3 **Kaleidoscope** by Danielle Steel. Delacorte Press (11/6/87); 1,015,000

4 **Misery** by Stephen King. Viking (6/8/87); 819,468

5 **Leaving Home: A Collection of Lake Wobegon Stories** by Garrison Keillor. Viking (10/5/87); 788,487

*6 **Windmills of the Gods** by Sidney Sheldon. Morrow (2/10/87)

7 **Presumed Innocent** by Scott Turow. Farrar, Straus & Giroux (7/15/87); 700,000

8 **Fine Things** by Danielle Steel. Delacorte Press (3/27/87); 551,000

9 **Heaven and Hell** by John Jakes. Harcourt Brace Jovanovich (10/1/87); 528,019

10 **The Eyes of the Dragon** by Stephen King. Viking (2/2/87); 525,553

11 **The Haunted Mesa** by Louis L'Amour. Bantam (5/87); 460,000

12 **The Bonfire of the Vanities** by Tom Wolfe. Farrar, Straus & Giroux (11/9/87); 415,000

13 **Legacy** by James A. Michener. Random House (9/1/87); 326,890

14 **2061: Odyssey Three** by Arthur C. Clarke. Del Rey/Ballantine (12/87); 250,000

15 **Weep No More My Lady** by Mary Higgins Clark. Simon & Schuster (6/29/87); 234,000

NOTE: Rankings are determined by sales figures provided by publishers; the numbers reflect reports of copies "shipped and billed" only and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

* Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.

John Jakes
GARRISON KEILLOR LEAVING HOME
LEGACY
James A. Michener
WEEP NO MORE, MY LADY
SIDNEY SHELDON
DANIELLE STEEL FINE THINGS
DANIELLE STEEL KALEIDOSCOPE
SCOTT TUROW
THE TOMMYKNOCKERS
Patriot Games

cially if there is still a demand for the title. Such was the case for Houghton Mifflin with its 1986 bestseller, *The Prince of Tides* by Pat Conroy, #9 on last year's end-of-the-year list with shipped and billed copies of about 297,000. It stayed on *PW*'s weekly charts in 1987 for 30 weeks (second only to Sidney Sheldon's *Windmills of the Gods*, the year's longest-running fiction bestseller), and yet, according to the publisher, its sales figure for the year was "a negative number." What kept moving at the sales registers across the country were retailers' and wholesalers' recycled returns.

The Fiction Bestsellers

Last year was certainly the best for Stephen King, who placed #1, #4 and #10 among the 1987 top fiction with *The Tommyknockers*, *Misery* and *The Eyes of the Dragon*. His sales of over 1.4 million for *Tommyknockers* also knocked out his record set only last year when *It* sold over 1.2 million books. King's first appearance on these lists was in 1979 with *The Dead Zone*, in the #6 position with sales of 175,000 copies; he has made it to the top 10 every year since then. One book, *The Eyes of the Dragon*, was a bit of a departure for King. In the form of a classic fairy tale, with dragons, princes and evil wizards among its cast of characters, the author claims to have written the book for his teenage daughter who had not wanted to read his previous 13 horror blockbusters—luckily not a sentiment shared by his millions of fans.

Danielle Steel, another veteran of mega-bestsellers, also had her best year yet with sales of over one million for *Kaleidoscope*—her first time at that threshold. She scored again with *Fine Things*, #8 with sales of 551,000; that book marked the first time a Steel central character was male. Two years ago, she also had two novels in the top 10, *Secrets* (#6) and *Family Album* (#9); she has also been a regular on these end-of-the-year lists since 1981.

Tom Clancy once again takes the #2 spot, this time with *Patriot Games*, whose sales of 1,063,000 put it slightly ahead of *Red Storm Rising*, which made it to #2 last year with sales of 1,025,000. His bestselling military novels based on extensive research into Soviet-American strategies and advanced technology have made him a speaker sought out by the CIA, White House staff and at meetings of international intelligence experts.

Sequels of sorts figure in three of the top 15 novels of the year. Garrison Keillor's beloved characters from Lake Wobegon returned in the fifth bestselling novel of the year, *Leaving Home*, a collection of 36 stories that comprise the author's farewell tribute to the people in the fictional hamlet; Keillor did his final radio broadcast of *A Prairie Home Companion* last June. In 1985, Keillor placed #3 with sales of over 1.1 million for *Lake Wobegon Days*. The conclusion of John Jakes's trilogy about the Civil War, *Heaven and Hell*, took the #9 spot with sales of 528,019. The first two installments also fared well on these lists—*North and South* was #8 in 1982 with sales of 262,000, and *Love and War* was #4 in 1984 with sales of 431,420. At the #14 spot is science fiction guru Arthur C. Clarke with *2010: Odyssey Three*, the successful sequel to the Odyssey series. *2001: A Space Odyssey* sold well and was an acclaimed movie in 1969, and *2010: Odyssey Two* was #9 in 1982 with sales of 260,000.

Such bestseller veterans as Sidney Sheldon, Louis L'Amour and James Michener return again with their 1987 books. And Mary Higgins Clark, who has been a runner-up with her previous books makes her first showing among the top 15 with her sixth suspense novel, *Weep No More My Lady*. Sheldon's ninth book, #6 for the year with sales over 700,000 copies, was among his most successful. L'Amour is five for five on these lists as each of his hardcover novels has made it to one of the coveted spots in the past five years. The bestselling western author also claims 90 individual million-copy sellers. A slighter novel by Michener standards, *Legacy* (only 175 pages) celebrated the 200th anniversary of the U.S. Constitution. This occasion coincided with a personal milestone for Michener—he turned 80.

As noted earlier there were two first novels near the top. Attorney Scott Turow scored an impressive hit with *Presumed Innocent*, a book that not only racked up 700,000 copies in sales but was one of the most talked about books in the media both before and after its publication. He had written one book prior to his blockbuster, *One L*, an account of his first year at Harvard Law School that garnered rave reviews when published in 1977. Tom

A SEASON ON THE BRINK
JOHN FEINSTEIN
Marlo Thomas & Friends
FREE TO BE A FAMILY
A Day in the Life of America
TOM PETERS
THRIVING ON CHAOS
BOB WOODWARD
erma bombeck
FAMILY—THE TIES THAT BIND... AND GAG!
The Frugal Gourmet Cooks American
TIP O'NEILL
IT'S ALL IN THE PLAYING
SPYCATCHER
LOVE, MEDICINE & MIRACLES
BILL COSBY
THE CLOSING OF THE AMERICAN MIND
THE GREAT DEPRESSION OF 1990
DR. RAVI BATRA

© Philip Seymour

Wolfe's 11th book, but first novel, used his best reporting skills to deliver what *PW* stated "will stand as a brilliant evocation of New York's class, racial and political structure in the 1980s." Wolfe has made it to these lists before with his nonfiction—#12 in 1979 for *The Right Stuff*, with sales of 144,140, and #24 in 1981 for *From Bauhaus to Our House* with sales of 127,000.

The Fiction Runners-Up

The second tier of fiction bestsellers includes one first novelist (Beauman) and a first appearance on these shores by a British novelist (Rutherfurd). The rest are by familiar authors, and only one book, *Fantastic Voyage II*, did not make it onto a weekly *PW* list.

16. *Sarum: The Novel of England* by Edward Rutherfurd (Crown, 9/87; *212,000* copies sold in 1987)

17. *The Timothy Files* by Lawrence Sanders (Putnam, 6/87; *210,000*)

18. *Destiny* by Sally Beauman (Bantam, 3/87; *200,000*)

19. *Beloved* by Toni Morrison (Knopf, 9/87; *190,138*)

20. *Bolt* by Dick Francis (Putnam, 3/87; *179,000*)

21. *Hot Flashes* by Barbara Raskin (St. Martin's, 9/87; *158,860*)

22. *Outbreak* by Robin Cook (Putnam, 2/87; *152,000*)

23. *Heiress* by Janet Dailey (Little, Brown, 6/87; *150,081*)

24. *Fantastic Voyage II* by Isaac Asimov (Doubleday, 9/87; *149,268*)

25. *Bluebeard* by Kurt Vonnegut (Delacorte Press, 10/87; *145,000*)

26. *Pale Kings and Princes* by Robert B. Parker (Delacorte, 6/87; *140,000*)

27. *Dirk Gently's Holistic Detective Agency* by Douglas Adams (Simon & Schuster, 6/87; *138,000*)

28. *Texasville* by Larry McMurtry (Simon & Schuster, 4/87; *131,000*)

29. *Night of the Fox* by Jack Higgins (Simon & Schuster, 1/87; *129,000*)

30. *The Ladies of Missalonghi* by Colleen McCullough (Harper & Row, 5/87; *128,951*)

This year, 22 novels with reported 1987 sales of 100,000 copies or more did not make it onto *PW*'s top 30 list, an all-time high and far ahead of 1986, when there were only six such novels, and the year before that when there were 12. While many of the books below did make it onto *PW*'s weekly national-besteller lists, there were several that did not make even one appearance, including books by Marilyn French, Dr. Seuss and Shirley Conran.

Those books with sales ranging from 125,000 down to 100,000 are: *Dreams Are Not Enough* by Jacqueline Briskin (Putnam); *Her Mother's Daughter* by Marilyn French (Simon & Schuster); *Seven Lady Godivas* by Dr. Seuss (Random House); *Empire* by Gore Vidal (Random House); *A Southern Family* by Gail Godwin (Morrow); *A Man Rides Through* by Stephen R. Donaldson (Del Rey Hardcover); *Savages* by Shirley Conran (Simon & Schuster); *No Deals, Mr. Bond* by John Gardner (Putnam); *The New Breed* by W. E. B. Griffin (Putnam); *Sphere* by Michael Crichton (Knopf); *To Sail Beyond the Sunset* by Robert A. Heinlein (Putnam); *Freedom* by William Safire (Doubleday); *Watchers* by Dean R. Koontz (Putnam); *Red Storm Rising* by Tom Clancy (Putnam); *The Damnation Game* by Clive Barker (Putnam); *More Die of Heartbreak* by Saul Bellow (Morrow); *First Born* by Doris Mortman (Bantam); and the final five volumes in the Mission Earth series by L. Ron Hubbard from Bridge Publications—*Death Quest*, *Voyage of Vengeance*, *Disaster*, *Villainy Victorious* and *The Doomed Planet*.

Nonfiction Leaders

Many of the names among the top 15 nonfiction bestsellers are familiar to these end-of-the-year lists—Cosby, Bombeck, Woodward, MacLaine, Smith (as in Jeff), Tom Peters. Others are just familiar and include Tip O'Neill and Marlo Thomas.

Cosby heads up the list for the second year in a row with his humorous look at middle age—he recently turned 50. Sales were over 1.7 million copies for *Time Flies*, an astounding figure except when compared to his 1986 blockbuster *Fatherhood*, which reaped sales of about 2.4 million. Erma Bombeck's eighth book of domestic satire, *Family: The Ties That Bind... and Gag!*, makes the list at #3 with sales of about 735,000 copies, the same position she held in 1983 when sales of *Motherhood: The Second Oldest Profession* hit the same number. Back in 1978 and 1979 she led the list with *If Life Is a Bowl of Cherries, What Am I Doing in the Pits* and *Aunt Erma's Cope Book*, respectively.

The fifth volume of Shirley MacLaine's unique personal odyssey makes it to #7 with sales of 525,000. The previous volume, *Dancing in the Light*, sold 510,000 in 1985, enough for the #6 spot. Marlo Thomas debuted on these lists with her new book at the #11 spot with sales of about 450,000—a much better showing than her husband's 1980 autobiography; Phil Donahue's book was a runner-up with sales of about 123,000. A political celebrity, Thomas O'Neill, shared candid memories of his 50 years in office, beginning with his election to the Massachusetts legislature in 1936 through his 10 years as Speaker of the House, and got almost 484,000 "votes"—enough for the #8 spot for the year.

Bestselling cookbook author Jeff Smith returns with another Frugal Gourmet winner, in the #9 spot, this one celebrating American cooking. The bestselling sports book of the year scores at #14 with sales of more than 259,000; *A Season on the Brink* looked at a year in the life of Bobby Knight and the Indiana Hoosiers and went from regional bestseller to national bestseller to the surprise of everyone except basketball fans.

Tom Peters rounds out the top 15 with *Thriving on Chaos*, a book advising its readers on how to survive and flourish in today's economic environment. He was the coauthor of the #1 1983 nonfiction bestseller, *In Search of Excellence*, which sold over 1.1 million in its first year of publication. Economics was also the subject of the sixth bestselling nonfiction of the year, *The Great Depression of 1990* by Ravi Batra. With sales of about 549,000 copies, its prophetic title garnered even more attention after the stock market debacle of October 19. Batra theorizes that we are heading toward an economic disaster of unprecedented proportions that will occur in 1990 and continue to plague the world till about 1996 (one wishes his book were on the fiction list instead).

Bob Woodward returns to the list in the #4 spot with his account of the CIA and its relationship to the U.S. government under the directorship of William Casey, which consists of the period from 1981 to Casey's death in 1987 just as the Irangate fiasco began to hit the press. Woodward's coverage of the original "gate" exposé—Watergate—first brought him national fame. He was coauthor of *All The President's Men*, #2 in 1974, and *The Final Days*, #1 in 1976. He also hit these end-of-the-year lists with *The Brethren* in 1979 and *Wired* in 1984.

There was even more interest in 1987 in the inside account of the many things that went wrong in the MI5, Britain's secret service agency. Peter Wright, the former assistant director of the service, wrote a memoir that was so explosive that members of the British parliament tried to stop its publication in this country—without success; the book sold almost 777,000 copies last year, enough for the #2 position. It was banned in England, causing many Britons to go to great lengths to buy the book here in the U.S.

Last year, *A Day in the Life of America* became the first book to sell 300,000 copies and not make a top-15 list on these annual roundups; it did place at #16. The book continued to pick up speed during its second year of publication and sold another 570,000 copies, enough for the #5 position in 1987. Collins also picked a fortuitous subject for its next project—*A Day in the Life of the Soviet Union*, #12 with sales of 420,000 copies. Its sales were certainly buoyed by Reagan/Gorbachev "summit fever," but the unexpected push to bestsellerdom, according to the publisher, came when the first of two *20/20* feature segments on the book was aired during the same program on which Donna Rice gave her famed interview to Barbara Walters, resulting in one of the biggest audiences ever for that show and greatly increasing awareness of the book.

A medical bestseller, *Love, Medicine and Miracles* took the #13 position with sales of more than 387,000 copies. Subtitled *Lessons Learned About Self-Healing from a Surgeon's Experience with Exceptional Patients*, its author, Dr. Siegel, who has a surgical practice in Connecticut, based his theory on case studies from his cancer patients that could be termed as miraculous recoveries.

The publisher did not expect *The Closing of the American Mind* to be a bestseller and went to market with a 10,000-copy first printing. But Prof. Allan Bloom's controversial and critical view of the educational system, specifically the university, became one of the top books of the year; sales of 466,000 copies put it in the #10 spot. He

(Continues on p. 46)

PW's 1987 Bestsellers Nonfiction

1 **Time Flies** by Bill Cosby. Doubleday/Dolphin (9/87); 1,461,108

2 **Spycatcher: The Candid Autobiography of a Senior Intelligence Officer** by Peter Wright with Paul Greengrass. Viking (8/10/87); 776,959

3 **Family: The Ties That Bind. . . and Gag!** by Erma Bombeck. McGraw-Hill (9/28/87); 735,000

4 **Veil: The Secret Wars of the CIA, 1981–1987** by Bob Woodward. Simon & Schuster (10/7/87); 592,000

5 **A Day in the Life of America** by Rick Smolan & David Cohen. Collins Publishers (11/86); 570,000

6 **The Great Depression of 1990** by Ravi Batra. Simon & Schuster (6/17/87); 549,000

7 **It's All in the Playing** by Shirley MacLaine. Bantam (9/87); 525,000

8 **Man of the House: The Life and Political Memoirs of Speaker Tip O'Neill** by Thomas P. O'Neill Jr. with William Novak. Random House (9/87); 483,960

*9 **The Frugal Gourmet Cooks American** by Jeff Smith. Morrow (11/23/87)

10 **The Closing of the American Mind** by Allan Bloom. Simon & Schuster (4/2/87); 466,000

11 **Free to Be. . . a Family** by Marlo Thomas and Friends. Bantam (11/87); 450,000

12 **A Day in the Life of the Soviet Union** by Rick Smolan & David Cohen. Collins Publishers (11/87); 420,000

13 **Love, Medicine & Miracles** by Bernie S. Siegel. Harper & Row (5/14/87); 387,132

14 **A Season on the Brink** by John Feinstein. Macmillan (11/86); 296,595

15 **Thriving on Chaos: Handbook for a Management Revolution** by Tom Peters. Knopf (10/87); 259,350

NOTE: Rankings are determined by sales figures provided by publishers; the numbers reflect reports of copies "shipped and billed" only and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

*Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.

Paperback Top Sellers

An all-time high for trade paperbacks; mass market titles return to record 1980 levels

BY JOHN MUTTER

The number of bestselling trade paperbacks rose substantially in 1987 from 1986, as recorded in *Publishers Weekly*'s annual trade paperback top sellers list, compiled each year since 1977 and based on sales of 50,000 copies or more. The titles include annuals, atlases and almanacs. To be included, the books must have been published during 1986 or 1987, although sales figures are given for 1987 only.

In 1987 there were 254 trade paperback bestsellers, up from 193 titles last year, 194 in 1985. The previous all-time high of 208 titles was achieved in 1983.

Paternity, sci-fi and cartoons were the most popular subjects of reading Americans in 1987.

Fatherhood by Bill Cosby was the Big Daddy of trade paperbacks in 1987. Indeed, its sales of 2.5 million copies would have made it a top mass market title if it had been published in that format. Including its 2.4 million copies sold in hardcover, *Fatherhood* altogether sold almost five million copies.

A revised edition of the late L. Ron Hubbard's *Dianetics* was the second strongest-selling title.

Six of the next seven top-selling trade paperbacks were comic-strip books, including two Far Side titles by Gary Larson, two Garfield works by Jim Davis, a Bloom County Berke Breathed title and *Calvin and Hobbes* by Bill Watterson.

All these cartoon books sold better than comparable titles the year previously. For example, the two new Far Side books—*The Far Side Observer* and *Hound of the Far Side*—sold 1.45 million copies, while last year's two bestselling Far Side titles—*The Far Side Gallery 2* and *It Came from the Far Side*—sold 1.2 million copies.

Several Dragonlance series books published by TSR, the company that markets Dungeons and Dragons, made a fantastic showing. TSR's bestselling series titles included two of the Dragonlance Legends books, which sold 229,000 and 201,000 copies, and all three of the Dragonlance Tales series together sold 590,000 copies.

Ilene Hochberg followed up on last year's successful *Dogue*, a parody of *Vogue* that sold 128,000 copies, with *Catmopolitan*, a parody of *Cosmopolitan*, which sold 390,000 copies. *Canine Quarterly* by Ina Schell, a parody of *Gentleman's Quarterly*, sold 127,000 copies.

The leading cookbook was the *Weight Watchers Quick Start Plus Program Cookbook* (311,129). Other bestselling trade paperback food and cookbooks ranged from healthful and haute cuisine—*Jane Brody's Good Food Book* (130,000) and *Cajun Cooking* by the editors of Better Homes and Gardens (118,844)—to the bottom of the barrel—*White Trash Cooking* by Ernest Matthew Mickler (103,105).

Kaffir Boy, a tale of his upbringing in South Africa by Mark Mathabane, benefited from many plugs by Oprah Winfrey and sold almost 182,000 copies.

Literary titles among the top trade paperbacks included *The Man Who Mistook His Wife for a Hat* by Oliver Sacks (137,140 copies) and *Cold Sassy Tree* by Olive Ann Burns (135,000).

Other strong categories included home maintenance, baby and parenting books, several golfing and crystal books. A regional title that did well was Howard Mohr's *How to Talk Minnesotan* (175,000 copies).

Sales of romance titles in trade paperback format seemed to have levelled off in 1987; only two years ago, the leading trade paperback title was *Come Love a Stranger* by Kathleen E. Woodiwiss, an original that sold 1.4 million copies. This year, *Southern Rapture* by Jennifer Blake was the bestselling trade romance title. An original, it sold 170,000 copies. Other strong romances, both originals, were *Enchantress Mine* by Bertrice Small (133,000) and *Louisiana Dawn*, also by Jennifer Blake (127,000).

Mass Market Near All-Time High

A total of 112 mass market titles published in 1986 or 1987 had in-print figures at the end of 1987 of at least one million copies and thus qualified for *PW*'s 1987 mass market bestseller list—nine more than appeared on the 1986 list and 10 more than appeared on the 1985 list. The total of 112 was just one book shy of the all-time high, which was set in 1980. The number of bestselling mass market titles dipped in 1981 and 1982 and has been growing steadily ever since except for a plateauing last year.

This year, seven titles had three million copies or more in print compared to nine last year and four the year before. Four of the seven titles were published in 1986 but had sales in 1987, too. Another 18 titles (seven of which were published in 1986) had in-print figures of two million copies or more, compared to 16 last year and 18 in 1986.

Horror, glitz and romance characterized the top tier of bestselling mass market titles in 1987. Three of the top five spots were held by Danielle Steel books, with *Family Album*, *Wanderlust* and *Secrets*, which had a combined total of 11.7 million copies in print at the end of the year.

Sidney Sheldon held the second and third highest spots with *Windmills of the Gods* and *If Tomorrow Comes*, which together had 8.6 million copies in print.

Stephen King's reappearance near the top of the list shocked no one. *Skeleton Crew* was the sixth bestselling mass market title; *It* and *Eyes of the Dragon* were No. 9 and No. 12 respectively.

Other books in the top 10 were Judith Krantz's *I'll Take Manhattan*, two V. C. Andrews titles—*Garden of Shadows* and *Dark Angel*—and Robin Norwood's *Women Who Love Too Much*, a psychological self-help book for women.

The few literary titles near the top were *Lonesome Dove* by Larry McMurtry, *The Prince of Tides* by Pat Conroy, *A Perfect Spy* by John le Carré and *Creed for the Third Millenium* by Colleen McCullough, all of which had in print between 1.65 million and 1.76 million copies.

Trade Paperbacks

Titles listed here are trade paperbacks (originals, reprints, reissues or books issued in dual editions) published in 1986 or 1987, of which publishers have billed and shipped at least 50,000 copies to bookstores in 1987. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Those titles that were released in 1986 are marked with an asterisk. Almanacs, atlases and annuals are listed on page 42.

Note: The sales figures of some titles were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on the list.

500,000+

Fatherhood. Bill Cosby. Reprint. Berkley (2,489,500)

* **Dianetics, Revised Edition.** L. Ron Hubbard. Reprint. Bridge Publications (986,055)

Calvin and Hobbes. Bill Watterson. Original. Andrews & McMeel (866,000)

Billy and the Boingers Bootleg. Berke Breathed. Original. Little, Brown (846,000)

The Far Side Observer. Gary Larson. Original. Andrews & McMeel (729,000)

Hound of the Far Side. Gary Larson. Original. Andrews & McMeel (720,000)

The Book of Questions. Gregory Stock. Original. Workman (659,000)

Garfield Food for Thought. Jim Davis. Original. Ballantine (525,000)

Garfield Swallows His Pride. Jim Davis. Original. Ballantine (500,000)

200,000+

Bright Lights, Big City. Jay McInerney. Movie Tie-in. Vintage (499,411)

Callanetics. Callan Pinckney. Reprint. Avon (400,000)

Self Analysis. L. Ron Hubbard. Reprint. Bridge Publications (394,778)

Catmopolitan. Ilene Hochberg. Original. Pocket (390,000)

* **The Far Side Gallery 2.** Gary Larson. Original. Andrews &McMeel (365,000)

Prairie. Anna Lee Waldo. Original. Berkley (334,500)

* **Weight Watchers Quick Start Plus Program Cookbook.** Weight Watchers International. Reprint. NAL (311,129)

Bus 9 to Paradise. Leo Buscaglia. Reprint. Fawcett/Columbine (300,000)

Garfield Goes Hollywood. Jim Davis. Original. Ballantine (285,000)

The Fourth Garfield Treasury. Jim Davis. Original. Ballantine (260,000)

* **Dragonlance Legends, Test of the Twins.** Mary Weis and Tracy Hickman. Original. TSR (228,967)

A Garfield Christmas. Jim Davis. Original. Ballantine (225,000)

* **Dragonlance Legends, War of the Twins.** Mary Weis and Tracy Hickman. Original. TSR (200,978)

100,000+

Dragonlance Tales #1, The Magic of Krynn. Edited by Margaret Weis and Tracy Hickman. Original. TSR (198,559)

Dragonlance Tales #2, Kenders, Gully Dwarves and Gnomes. Edited by Margaret Weis and Tracy Hickman. Original. TSR (196,768)

Life: The First Fifty Years. Editors of *Life*. Reprint. Little, Brown (195,600)

Dragonlance Tales #3, Love and War. Edited by Margaret Weis and Tracy Hickman. Original. TSR (194,635)

Kaffir Boy. Mark Mathabane. Reprint. NAL (181,818)

Indian in the Cupboard. Lynne Reid Banks. Reissue. Avon (180,000)

The Best Christmas Pageant Ever. Barbara Robinson. Reissue. Avon (180,000)

* **Chapterhouse: Dune.** Frank Herbert. Reprint. Berkley (179,000)

* **It Came from the Far Side.** Gary Larson. Original. Andrews & McMeel (178,000)

* **The Grasshopper Trap.** Patrick F. McManus. Reprint. Holt (175,000)

How to Talk Minnesotan. Howard Mohr. Original. Penguin (175,000)

Southern Rapture. Jennifer Blake. Original. Fawcett/Columbine (170,000)

The Bug Book and the Bug Bottle. Dr. Hugh Danks. Original. Workman (166,000)

How to Attract Birds. Editors of Ortho Information Services. Reprint. Ortho (165,000)

Best Travel Activity Book Ever. Reprint. Rand McNally

* **Living in the Light.** Shakti Gawain with Laurel King. Original. Whatever Publishing (156,000)

* **The Dance of Anger: A Woman's Guide to Changing the Patterns of Intimate Relationships.** Harriet Goldhor Lerner. Reprint. Harper & Row/Perennial (155,278)

Return of the Indian. Lynne Reid Banks. Reprint. Avon (155,000)

Top Performance. Zig Ziglar. Reprint. Berkley (155,000)

Decks and Patios. Editors of Ortho Information Services. Reprint. Ortho (152,000)

Doonesbury Deluxe. Garry Trudeau. Original. Holt (150,000)

Basic Home Wiring Illustrated, Revised Edition. Editors of Sunset Books. Sunset (146,982)

Unlimited Power. Anthony Robbins. Reprint. Fawcett/Columbine (143,000)

The Man Who Mistook His Wife for a Hat. Oliver Sacks. Reprint. Harper & Row/Perennial (137,140)

* **Cold Sassy Tree.** Olive Ann Burns. Reprint. Dell (135,000)

Enchantress Mine. Bertrice Small. Original. NAL (132,875)

The Not Just Anybody Family. Betsy Byars. Reprint. Dell (131,000)

Jane Brody's Good Food Book. Jane Brody. Reprint. Bantam (130,000)

Slaves of New York. Tama Janowitz. Reprint. Pocket (130,000)

The Complete Hypercard Handbook. Danny Goodman. Original. Bantam (130,000)

Angry Young Sniglets. Rich Hall. Original. Collier/Macmillan (128,750)

Canine Quarterly. Ina Schell. Original. Main Street Press (127,000)

Louisiana Dawn. Jennifer Blake. Original. Fawcett/Columbine (127,000)

Golfing. Henry Beard and Roy McKie. Original. Workman (122,000)

All About Roses. Editors of Ortho Information Services. Reprint. Ortho (120,000)

Cajun Cooking. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (118,844)

A Forgotten Realms Novel: Darkwalker on Moonshae. Douglas Niles. Original. TSR (117,592)

* **New Baby Book.** Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (116,227)

* **Eater's Choice.** Ron Goor. Original. Houghton Mifflin (116,000)

Big Blue: A Giant Year. Dave Klein. Original. NAL (113,933)

The Extraordinary Origins of Everyday Things. Charles Panati. Original. Harper & Row/Perennial (111,872)

One Minute for Myself. Dr. Spencer Johnson. Reprint. Avon (110,000)

L. Ron Hubbard Presents Writers of the Future, Volume III. Edited by Algis Budrys. Original. Bridge Publications (109,621)

Great Cookouts. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (107,254)

Fresh Product A to Z. Editors of Sunset Books. Original. Sunset (105,285)

* **White Trash Cooking.** Ernest Matthew Mickler. Reprint. Ten Speed Press (103,105)

Fresh Garden Recipes. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (103,087)

* **Anastasia on Her Own.** Lois Lowry. Reprint. Dell (100,000)

The Last Run. Leonard B. Scott. Original. Ballantine (100,000)

75,000+

Light Salad Meals. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (99,929)

Super Snacks. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (98,838)

All About Pruning. Editors of Ortho Information Services. Reprint. Ortho (98,000)

Speed Cleaning. Jeff Campbell. Original. Dell (95,000)

The Ollie North Coloring Book. Mort Drucker and Paul Laikin. Original. Andrews & McMeel (94,000)

A New Way of Eating. Marilyn Diamond. Reprint. Warner (93,284)

Color for Men. Carole Jackson. Reprint. Ballantine (92,000)

* **10 SATS: 2nd Edition.** The College Board. Original. College Board/Macmillan (90,388)

Mr. Scott's Guide to the Enterprise. Shane Johnson. Original. Pocket (90,000)

* **What They Don't Teach You at Harvard Business School.** Mark H. McCormack. Reprint. Bantam (90,000)

The Search for Signs of Intelligent Life in the Universe. Jane Wagner. Reprint. Harper & Row/Perennial (89,588)

* **Scroll Saw Pattern Book.** Patrick and Patricia Spielman. Original. Sterling (89,242)

* **Loving Each Other.** Leo Buscaglia. Reprint. Fawcett/Columbine (89,000)

All About Perennials. Editors of Ortho Information Services. Reprint. Ortho (88,000)

America on Six Rubles a Day. Yakov Smirnoff. Original. Vintage (87,910)

All About Houseplants. Editors of Ortho Information Services. Reprint. Ortho (86,500)

* **Passion for Glory.** Theresa Conway. Original. Jove (85,950)

All About Landscaping. Editors of Ortho Information Services. Reprint. Ortho (85,500)

Cookies & Candies. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (84,174)

Greyhawk Adventures #4, The Price

Almanacs, Atlases and Annuals

Note: The sales figures of some titles were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on the list.

* **Rand McNally Road Atlas: United States/Canada/Mexico.** Rand McNally

* **The World Almanac and Book of Facts 1987.** Edited by Mark Hoffman. Pharos Books (900,000)

Your Income Tax 1988. J. K. Lasser Institute. Simon & Schuster Reference (845,000)

H & R Block Income Tax Guide and Workbook. H & R Block. Annual. Collier/Macmillan (582,068)

The Arthur Young Tax Guide 1988. Edited by Peter W. Bernstein. Ballantine (525,000)

Woodall's Campground Directory, 1987 Edition. Woodall Publishing (450,000)

Information Please Almanac 1988. Houghton Mifflin (320,000)

The 1987 What Color Is Your Parachute? Richard N. Bolles. Ten Speed Press (294,896)

Pay Less Tax Legally 1988. Barry Steiner. NAL (217,825)

Rand McNally Interstate Road Atlas. Rand McNally

The Official 1988 Price Guide to Baseball Cards, 7th Edition. Dr. James Beckett. House of Collectibles/Ballantine (200,000)

Rand McNally RV Park & Campground Directory. Rand McNally

Bill James Baseball Abstract 1987. Bill James. Ballantine (140,000)

* **Sunset Road Atlas.** Editors of Sunset Books. Sunset Books (125,748)

The Official 1988 Blackbook Price Guide to U.S. Coins, 26th Edition. Marc Hudgeons. House of Collectibles/Ballantine (122,000)

* **Road Atlas Deluxe.** Editors of Sunset Books. Sunset Books (120,247)

Disneyland 1988. Stephen Birnbaum. Houghton Mifflin (101,000)

Mobil Travel Guide, Northeastern States. Prentice Hall Press (101,000)

Rand McNally Compact Road Atlas. Rand McNally

Mobil Travel Guide, California and the West. Prentice Hall Press (91,700)

Mobil Travel Guide, Mid Atlantic States. Prentice Hall Press (91,300)

Automobile Book 1988. Editors of *Consumer Guide*. NAL (90,171)

Rand McNally Motor Carriers' Road Atlas. Rand McNally

Mobil Travel Guide, Southeastern States. Prentice Hall Press (81,900)

Frommer's Europe on $25 a Day. Prentice Hall Press (79,900)

Official NFL Teambook '87. NFL Properties. NAL (71,388)

Handbook of U.S. Coins. R. S. Yeoman. Annual. Western Publishing (70,000)

Mobil Travel Guide, Southwest and South Central States. Prentice Hall Press (69,200)

The Second Kids World Almanac. Alice Siegal and Margo McLoone-Basta. Pharos Books (65,000)

* **Road Atlas—Pocket.** Editors of Sunset Books. Original. Sunset Books (62,860)

The 1987 Elias Baseball Analyst. Seymour Siwoff, Steve Hirdt and Peter Hirdt. Collier/Macmillan (62,198)

* **Hugh Johnson's Pocket Encyclopedia of Wine 1987.** Hugh Johnson. Fireside/Simon & Schuster (62,000)

Mobil Travel Guide, Northwest and Great Plains States. Prentice Hall Press (61,500)

Roger Ebert's Movie Home Companion, 1988 Edition. Roger Ebert. Andrews and McMeel (61,000)

Mobil Travel Guide, Great Lakes. Prentice Hall Press (60,400)

Rand McNally Family Adventure Road Atlas. Rand McNally

Kovel's Antiques and Collectibles Price List, 20th Edition. Ralph and Terry Kovel. Crown (54,000)

The Right College 1988. The College Research Group of Concord, Mass. Simon & Schuster Reference (54,000)

Rand McNally Retirement Places Rated by Richard Boyer and David Savageau. Rand McNally

Where to Put Your Money, 1987. Warner (52,332)

The Car Book 1987. Jack Gillis. Perennial/Harper & Row (52,101)

of Power. Rose Espes. Original. TSR (83,607)

After-School Cooking. Editors of Better Homes and Gardens. Original. Better Homes and Gardens (83,063)

Skinwalkers. Tony Hillerman. Reprint. Harper & Row/Perennial (82,006)

Greyhawk Adventures #3, Master Wolf. Rose Espes. Original. TSR (80,890)

How to Be Your Own Stockbroker. Charles Schwab. Reprint. Dell (80,000)

* **Garfield Out to Lunch.** Jim Davis. Original. Ballantine (80,000)

The Autobiography of Henry VIII. Margaret George. Reprint. Ballantine (80,000)

All God's Children Need Traveling Shoes. Maya Angelou. Reprint. Vintage (79,516)

Basic Wiring. Editors of Ortho Information Services. Reprint. Ortho (79,000)

School Is Hell. Matt Groening. Original. Pantheon (79,000)

Getting Stronger. Bill Pearl and Gary T. Moran. Original. Shelter Publications (78,200)

A Certain Small Shepherd. Rebecca Caudill. Reprint. Dell (78,000)

Calling Dr. Whoopee. Garry Trudeau. Original. Holt (78,000)

Marilyn. Gloria Steinem and George Barris. Reprint. NAL (77,729)

Recovery: A Guide for Adult Children of Alcoholics. Herbert L. Gravitz and Julie D. Bowden. Reprint. Fireside/Simon & Schuster (77,000)

Healing the Child Within. Charles Whitfield. Original. Health Communications (75,405)

* **A Child Is Born.** Lennart Nilsson. Reprint. Dell (75,000)

Downtown Doonesbury. Garry Trudeau. Original. Holt (75,000)

Peak Performers. Dr. Charles Garfield. Reprint. Avon (75,000)

84 Charing Cross Road. Helene Hanff. Reissue. Avon (75,000)

Jerry Baker's Lawn Book. Jerry Baker. Original. Ballantine (75,000)

50,000+

Drawing on the Artist Within. Betty Edwards. Reprint. Fireside/Simon & Schuster (74,000)

Cooking Mexican. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (73,758)

Reflections. Original. Running Press (73,300)

Your Baby: The Beginning. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (72,763)

Your Baby Comes Home. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (72,715)

Uncoupling: How Relationships Come Apart. Diane Vaughan. Reprint. Vintage (72,699)

Switcharound. Lois Lowry. Reprint. Dell (72,000)

New Recipes from Moosewood Restaurant. The Moosewood Collective. Original. Ten Speed Press (71,849)

Your Baby's First Steps. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (71,519)

Your Baby Grows Up. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (71,491)

It Was Twenty Years Ago Today. Derek Taylor. Original. Fireside/Simon & Schuster (71,000)

How to Work for a Jerk. Robert Hochheiser. Original. Vintage (70,648)

The Story of English. Robert McCrum et al. Reprint. Penguin (70,000)

Baseball Hall of Shame III. Bruce Nash and Allan Zullo. Original. Pocket (70,000)

Emmanuel's Book. Pat Rodegast and Judith Stanton. Original. Bantam (70,000)

* **Sunny Side Up.** Patricia Reilly Giff. Original. Dell (71,000)

Are We There Yet? Reprint. Rand McNally

Party Recipes. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (68,807)

Light Desserts. Editors of Sunset Books. Original. Sunset (68,213)

Jane Fonda's Workout Book for Pregnancy, Birth and Recovery. Femmy DeLyser. Reprint. Fireside/Simon & Schuster (68,000)

White Palace. Glenn Savan. Original. Bantam (68,000)

Native Son. Richard Wright. Movie tie-in. Harper & Row/Perennial (67,726)

Crystal Clear: How to Use the Earth's Magic Energy to Vitalize Your Mind, Body and Spirit. Connie Church. Original. Villard (67,116)

* **The Grey King.** Susan Cooper. Reprint. Collier/Macmillan (67,107)

Salads, Revised Edition. Editors of Sunset Books. Sunset (67,064)

* **Habits of the Heart: Individualism and Commitment in American Life.** Edited by Robert N. Bellah, Richard Madsen, William M. Sullivan, Ann Swidler, Steven M. Tipton. Reprint. Harper & Row/Perennial (66,525)

Maurice. E. M. Forster. Movie Tie-in. Norton

Perfect Parts. Rachel McLish. Original. Warner (65,759)

Ultra-Ripped Abs: Body Parts. Robert Kennedy. Original. Sterling (65,646)

Weight Watchers New International Cookbook. Weight Watchers International. Reprint. NAL (65,514)

Rock & Roll Oldies Car Songbook. Edited by Gary Delfiner. Original. Running Press (64,100)

Encyclopedia of Modern Bodybuilding. Arnold Schwarzenegger. Reprint. Fireside/Simon & Schuster (64,000)

* **The Dark Is Rising.** Susan Cooper. Reprint. Collier/Macmillan (63,672)

The Mystery of the Blue Ring. Patricia Reilly Giff. Original. Dell (63,000)

Preparation for the SAT, 7th Edition. Edward Deptula, general editor. Original. Simon & Schuster Reference (63,000)

Love, from the Fifth Grade Celebrity. Patricia Reilly Giff. Reprint. Dell (63,000)

* **Barbecue Cook Book.** Editors of Sunset Books. Original. Sunset (62,885)

The Riddle of the Red Purse. Patricia Reilly Giff. Original. Dell (62,000)

Light Cuisine. Editors of Sunset Books. Original. Sunset (61,762)

Atlas of the Dragonlance World. Karen Wynn Vonstad. Original. TSR (61,543)

Star Woman. Lynn Andrews. Reprint. Warner (60,613)

Healthy Foods for Hungry Kids. Editors of Books. Original. Better Homes and Gardens (60,946)

The Essential AIDS Fact Book. Columbia University Health Services. Original. Pocket (60,000)

Sports Hall of Shame. Bruce Nash and Allan Zullo. Original. Pocket (60,000)

Bad Habits. Dave Barry. Reprint. Holt (60,000)

Love: An Illustrated Journal. Original. Running Press (59,600)

* **Leaders: The Strategies for Taking Charge.** Warren Bennis and Burt Nanus. Reprint. Harper & Row/Perennial (59,437)

Babe, The Gallant Pig. Dick King-Smith. Reprint. Dell (59,000)

Ourselves, Growing Older. Paula Brown Doress and Diana Laskin Siegal with the Mid-Life and Older Women Book Project. Original. Touchstone/Simon & Schuster (59,000)

The Roswell Women. Frances Patton Statham. Original. Fawcett/Columbine (58,000)

* **Mrs. Frisby and the Rats of Nimh.** Robert C. O'Brien. Reprint. Aladdin Books/Macmillan (57,107)

* **Greatest Management Principle.** Michael LeBoeuf. Reprint. Berkley (57,000)

Garden Construction. Editors of Ortho Information Services. Reprint. Ortho (57,000)

Sex, Drugs and AIDS. Oralee Wachter. Original. Bantam (57,000)

Post Office Clerk-Carrier, 15th Edition. Eve P. Steinberg. Original. Simon & Schuster Reference (57,000)

Herman, You Can Get in the Bathroom Now. Jim Unger. Original. Andrews & McMeel (57,000)

Significant Others. Armistead Maupin. Original. Harper & Row/Perennial (56,981)

Eisenhower at War: 1943–1945. David Eisenhower. Reprint. Vintage (56,812)

***Batman: The Dark Knight Returns.** Frank Miller. Reprint. Warner (56,500)

*** The Princeton Review: Cracking the System, the SAT.** Adam Robinson and John Katzman. Original. Villard (56,144)

On My Honor. Marion Dane Bauer. Reprint. Dell (56,000)

*** The Living Heart Diet.** Michael E. DeBakey, Antonio M. Gotto Jr., Lynne W. Scott and John P. Foreyt. Fireside/Simon & Schuster (56,000)

Starring First Grade. Miriam Cohen. Reprint. Dell (56,000)

Emily Post on Weddings. Elizabeth L. Post. Original. Harper & Row/Perennial (55,783)

*** The Yeast Connection.** Dr. William Crook. Reprint. Vintage (55,404)

The Birdfeeder Book. Donald W. Stokes and Lillian Q. Stokes. Original. Little, Brown (55,300)

Joshua. Joseph F. Girzone. Reprint. Collier/Macmillan (55,045)

Free to Be . . . You and Me. Marlo Thomas and Friends. Reprint. Bantam (55,000)

Play Equipment. Editors of Ortho Information Services. Original. Ortho (55,000)

The Harper's Index. Lewis Lapham, Michael Pollan and Eric Etheridge. Original. Holt (55,000)

*** The Worldly Philosophers, Revised Edition.** Robert L. Heilbroner. Reprint. Touchstone/Simon & Schuster (55,000)

Anastasia Has the Answers. Lois Lowry. Reprint. Dell (55,000)

Soft Aerobics. Nancy Burstein. Original. Perigee/Putnam (55,000)

75 Fix-Fast Recipes. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (54,785)

Bob Hope's Confessions of a Hooker: My Lifelong Love Affair with Golf. Bob Hope as told to Dwayne Netland. Reprint. Doubleday (54,464)

Best of Sunset. Editors of Sunset Books. Original. Sunset (53,986)

Mass Market Paperbacks

The following is a listing of those mass market titles published in 1986 or 1987 whose 1987 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not necessarily indicate how well the books actually sold.

Note: Titles marked with an asterisk were issued in 1986; the numbers that follow these titles reflect the number of copies in print at the end of 1987, even though in most cases the bulk of these sales were in 1986.

4 Million+

*** Family Album.** Danielle Steel. Reprint. Dell (4,695,000)

Windmills of the Gods. Sidney Sheldon. Reprint. Warner (4,350,000)

*** If Tomorrow Comes.** Sidney Sheldon. Reprint. Warner (4,240,000)

3 Million+

Wanderlust. Danielle Steel. Reprint. Dell (3,600,000)

*** Secrets.** Danielle Steel. Reprint. Dell (3,425,000)

*** Skeleton Crew.** Stephen King. Reprint. NAL (3,038,500)

I'll Take Manhattan. Judith Krantz. Reprint. Bantam (3,000,000)

2 Million+

Garden of Shadows. V. C. Andrews. Original. Pocket (2,980,000)

It. Stephen King. Reprint. NAL (2,940,000)

*** Dark Angel.** V. C. Andrews. Original. Pocket (2,860,000)

*** Women Who Love Too Much.** Robin Norwood. Reprint. Pocket (2,700,000)

Eyes of the Dragon. Stephen King. Reprint. NAL (2,625,000)

***Lucky.** Jackie Collins. Reprint. Pocket (2,590,000)

The Bourne Supremacy. Robert Ludlum. Reprint. Bantam (2,550,000)

Act of Will. Barbara Taylor Bradford. Reprint. Bantam (2,390,000)

Last of the Breed. Louis L'Amour. Reprint. Bantam (2,355,000)

Hollywood Husbands. Jackie Collins. Reprint. Pocket (2,350,000)

*** Lie Down with Lions.** Ken Follett. Reprint. NAL (2,315,000)

Red Storm Rising. Tom Clancy. Reprint. Berkley (2,295,649)

*** Elvis & Me.** *Priscilla Beaulieu Presley* with Sandra Harmon. Reprint. Berkley (2,235,227)

*** Bachman Books.** Richard Bachman aka Stephen King. Reprint. NAL (2,227,715)

Whirlwind. James Clavell. Reprint. Avon (2,100,000)

His Way: The Unauthorized Biography of Frank Sinatra. Kitty Kelley. Reprint. Bantam (2,065,000)

*** The Fourth Deadly Sin.** Lawrence Sanders. Reprint. Berkley (2,011,015)

Texas. James Michener. Reprint. Fawcett Crest (2,000,000)

1.5 Million+

The Storyteller. Harold Robbins. Reprint. Pocket (1,960,000)

*** Strong Medicine.** Arthur Hailey. Reprint. Dell (1,915,000)

*** Stillwatch.** Mary Higgins Clark. Reprint. Dell (1,885,000)

The Eighth Commandment. Lawrence Sanders. Reprint. Berkley (1,859,178)

Fit for Life. Harvey and Marilyn Diamond. Reprint. Warner (1,841,000)

The Unwanted. John Saul. Original. Bantam (1,830,000)

*** Lonesome Dove.** Larry McMurtry. Reprint. Pocket (1,760,000)

The Prince of Tides. Pat Conroy. Reprint. Bantam (1,735,000)

Echoes in the Darkness. Joseph Wambaugh. Reprint. Bantam (1,720,000)

A Perfect Spy. John le Carré. Reprint. Bantam (1,685,000)

*** Creed for the Third Millennium.** Colleen McCullough. Reprint. Avon (1,650,000)

*** Queenie.** Michael Korda. Reprint. Warner (1,646,000)

Men Who Hate Woman and the Women Who Love Them. Susan Forward and Joan Torres. Reprint. Bantam (1,625,000)

Suspects. William Caunitz. Reprint. Bantam (1,595,000)

The Golden Cup. Belva Plain. Reprint. Dell (1,592,000)

Through a Glass Darkly. Karleen Koen. Reprint. Avon (1,560,000)

*** Virgin and Martyr.** Andrew Greeley. Reprint. Warner (1,528,000)

*** Illusions of Love.** Cynthia Freeman. Reprint. Berkley (1,512,879)

*** Cyclops.** Clive Cussler. Reprint. Pocket (1,510,000)

A Matter of Honor. Jeffrey Archer. Reprint. Pocket (1,500,000)

*** After the Reunion.** Rona Jaffe. Reprint. Dell (1,500,000)

1 Million+

Private Affairs. Judith Michael. Reprint. Pocket (1,490,000)

Angels of September. Andrew Greeley. Reprint. Warner (1,466,000)

* **Lonely Silver Rain.** John D. MacDonald. Reprint. Fawcett Gold Medal (1,463,000)

* **Too Much, Too Soon.** Jacqueline Briskin. Reprint. Berkley (1,444,160)

The Flight of the Intruder. Stephen Coonts. Reprint. Pocket (1,420,000)

* **Come Love a Stranger.** Kathleen Woodiwiss. Original. Avon (1,401,000)

Dreams Are Not Enough. Jacqueline Briskin. Reprint. Berkley (1,373,344)

* **Glitz.** Elmore Leonard. Reprint. Warner (1,371,000)

Immigrant's Daughter. Howard Fast. Reprint. Dell (1,370,000)

* **Mindbend.** Robin Cook. Reprint. NAL (1,369,500)

Caper. Lawrence Sanders. Reprint. Berkley (1,369,226)

* **Contact.** Carl Sagan. Reprint. Pocket (1,350,000)

* **The Accidental Tourist.** Anne Tyler. Reprint. Berkley (1,349,290)

* **Inside/Outside.** Herman Wouk. Reprint. Avon (1,335,000)

Herbs & Apples. Helen Hooven Santmyer. Reprint. St. Martin's (1,334,072)

Patience of a Saint. Andrew Greeley. Reprint. Warner (1,333,000)

Barrier Island. John D. MacDonald. Reprint. Fawcett Gold Medal (1,322,000)

* **A Bridge Across Forever.** Richard Bach. Reprint. Dell (1,300,000)

Joanna's Husband and David's Wife. Elizabeth Forsythe Hailey. Reprint. Dell (1,300,000)

The Good Mother. Sue Miller. Reprint. Dell (1,300,000)

Night of the Fox. Jack Higgins. Reprint. Pocket (1,280,000)

The Rotation Diet. Dr. Martin Katahn. Reprint. Bantam (1,275,000)

* **The Loves of Harry Dancer.** Lawrence Sanders. Original. Berkley (1,264,222)

The Great Alone. Janet Dailey. Reprint. Pocket (1,250,000)

* **Texas Heat.** Fern Michaels. Original. Ballantine (1,236,000)

Faces. Johanna Kingsley. Original. Bantam (1,220,000)

* **The Glory Game.** Janet Dailey. Reprint. Pocket (1,220,000)

* **Red Fox.** Anthony Hyde. Reprint. Ballantine (1,215,000)

Seasons of the Heart. Cynthia Freeman. Reprint. Berkley (1,213,104)

* **Tales of the Wolf.** Lawrence Sanders. Original. Avon (1,210,000)

White Dove. Rosie Thomas. Reprint. Bantam (1,200,000)

* **Palm Beach.** Pat Booth. Reprint. Ballantine (1,200,000)

Vendetta. Steve Shagan. Reprint. Bantam (1,195,000)

Regrets Only. Sally Quinn. Reprint. Ballantine (1,189,000)

* **Smart Women, Foolish Choices.** Melvin Kinder and Connell Cowan. Reprint. NAL (1,162,000)

Hearts Aflame. Johanna Lindsey. Original. Avon (1,160,000)

When Love Awaits. Johanna Lindsey. Original. Avon (1,150,000)

Secret Fire. Johanna Lindsey. Original. Avon (1,149,000)

* **Strangers.** Dean Koontz. Reprint. Berkley (1,142,611)

A Grand Passion. Mary Mackey. Reprint. Bantam (1,140,000)

* **Seventh Secret.** Irving Wallace. Reprint. NAL (1,138,000)

* **A Heart So Wild.** Johanna Lindsey. Original. Avon (1,136,000)

Dream Lover. Lawrence Sanders. Reprint. Berkley (1,127,610)

James Herriot's Dog Stories. James Herriot. Reprint. St. Martin's (1,113,423)

Wiseguy. Nicholas Pileggi. Reprint. Pocket (1,100,000)

Taming a Sea Horse. Robert B. Parker. Reprint. Dell (1,100,000)

110 Shanghai Road. Monica Highland. Reprint. Bantam (1,070,000)

* **My Mother's Keeper.** B. D. Hyman. Reprint. Berkley (1,059,807)

Twilight Eyes. Dean Koontz. Original. Berkley (1,051,038)

When All You've Ever Wanted Isn't Enough. Harold Kushner. Reprint. Pocket (1,050,000)

Perfume. Patrick Suskind. Reprint. Pocket (1,040,000)

* **The Titan.** Fred Mustard Stewart. Reprint. Pocket (1,040,000)

* **The Finishing School.** Gail Godwin. Reprint. Avon (1,040,000)

To Taste the Wine. Fern Michaels. Original. Ballantine (1,037,000)

* **Jian.** Eric Van Lustbader. Reprint. Fawcett Crest (1,028,600)

The Handmaid's Tale. Margaret Atwood. Fawcett Crest (1,025,000)

* **Windsong.** Valerie Sherwood. Original. Pocket (1,025,000)

Blood Test. Jonathan Kellerman. Reprint. NAL (1,017,500)

* **To See Your Face Again.** Eugenia Price. Reprint. Berkley (1,008,921)

Break In. Dick Francis. Reprint. Fawcett Crest (1,004,000)

The Dinner Party. Howard Fast. Reprint. Dell (1,000,000)

Stallion Gate. Martin Cruz Smith. Reprint. Ballantine (1,000,000)

* **Mexico Set.** Len Deighton. Reprint. Ballantine (1,000,000)

London Match. Len Deighton. Reprint. Ballantine (1,000,000)

Mayflower Madam. Sydney Biddle Barrows. Reprint. Ivy/Ballantine (1,000,000)

* **One Minute Salesperson.** Spencer Johnson. Reprint. Avon (1,000,000)

Learned Pigs & Fireproof Women. Ricky Jay. Reprint. Warner (53,749)

Sailing Journal. Original. Running Press (53,500)

* **The Fast Food Guide.** Michael F. Jacobson and Sarah Fritschner. Original. Workman (53,000)

Love Is Walking Hand in Hand/Happiness Is a Warm Puppy. Charles M. Schulz. Reissue. Pharos (53,000)

Only One Earth: Living for the Future. Lloyd Timberlake. Original. Sterling (52,977)

Flattened Fauna. Roger Knutson. Original. Ten Speed Press (52,684)

The Treasure Sock. Pat Thomson. Reprint. Dell (52,000)

It's All Downhill from Here. Lynn Johnston. Original. Andrews &McMeel (52,000)

Scroll Saw Handbook. Patrick Spielman. Original. Sterling (51,108)

Marines: The Illustrated History of the Vietnam War. Edwin H. Simmons. Original. Bantam (51,000)

Peter Norton's Assembly Language. Peter Norton. Original. Simon & Schuster Reference (51,000)

The New Victory Garden. Bob Thomson. Dual. Little, Brown (51,000)

Grandma Knows Best, But No One Ever Listens. Mary McBride. Original. Meadowbrook Press (51,000)

A Hand to Hold, an Opinion to Reject. Cathy Guisewite. Original. Andrews & McMeel (51,000)

Wood Projects for the Garden. Editors of Ortho Information Services. Reprint. Ortho (51,000)

Maxi-Cut Legs: Body Parts. Robert Kennedy. Original. Sterling (50,920)

Crystal Energy: Put the Power in the Palm of Your Hand. Gari Gold. Original. Contemporary (50,528)

* **The Mayan Factor: Path Beyond Technology.** Jose Arguelles. Original. Bear & Co. (50,500)

Sky Soldiers: The Illustrated History of the Vietnam War. F. Clifton Berry Jr. Original. August. Bantam (50,000)

Somewhere Off the Coast of Maine. Ann Hood. Original. Bantam (50,000)

Hot Lotto Numbers: Discover Your Personal Lucky Numbers for Lotto. Jean Simpson. Original. Crown Publishing (50,000)

Getting Yours, 3rd Edition. Matthew Lesko. Reprint. Penguin (50,000)

Choices: Alternatives in Cancer Treatment. Marion Morra and Eve Potta. Reissue. Avon (50,000)

The Great American Stat Book. Bill James. Original. Ballantine (50,000)

Us Acres Goes Half Hog. Jim Davis. Original. Pharos (50,000)

Dogs Don't Eat Dessert. Charles M. Schulz. Original. Pharos (50,000)

(Hardcover Bestsellers continued)

argued that the social and political crisis of 20th century America is really an intellectual crisis with young people lacking an understanding of the past and a vision of the future. According to the professor: "Country, religion, family, ideas of civilization, all the sentimental and historical forces that stood between cosmic infinity and the individual, providing some notion of a place within the whole, have been rationalized and have lost their compelling force." Not the stuff of which bestsellers are usually made, but an indication, according to S&S chairman and CEO Richard Snyder, of the fact that "books make people think, they challenge points of view and stimulate change in our social structure."

The Nonfiction Runners-Up

A wide range of subjects easily describes the list below, which includes the first book sold and distributed through the American Booksellers Association. Two cookbooks, two new books by celebrated business people, film star biographies, Gorbachev's philosophy, how-to, inspiration and advice, and a book about first-person experience with possible extraterrestrials round out the second tier of nonfiction.

All but four of the books enjoyed short and long tenures on *PW*'s weekly lists, including books by Herriot, Prudhomme and the two titles from Word; the latter two had appeared on Christian bestseller charts.

16. *Communion* by Whitley Strieber (Morrow, 2/87)

17. *Chronicle of the 20th Century* edited by Clifton Daniel (Chronicle Publications/American Booksellers Association, 9/87; *251,435*)

18. *Parenting Isn't for Cowards* by James Dobson (Word, 9/87; *249,792*)

19. *Living Above the Level of Mediocrity* by Charles R. Swindoll (Word, 5/87; *249,396*)

20. *Seven Stories of Christmas Love* by Leo Buscaglia (Morrow, 10/87)

21. *Trump: The Art of the Deal* by Donald H. Trump with Tony Schwartz (Random House, 12/87; *240,923*)

22. *The 8-Week Cholesterol Cure* by Robert E. Kowalski (Harper & Row, 3/87; *238,833*)

23. *Bonnie's Big Day* by James Herriot (St. Martin's, 10/87; *238,504*)

> "For the first time in these annual bestseller exercises, the 15 1987 runners-up in nonfiction claimed sales of 200,000 or more copies"

24. *Call Me Anna: The Autobiography of Patty Duke* by Patty Duke and Kenneth Turan (Bantam, 8/87; *235,000*)

25. *The Frugal Gourmet Cooks with Wine* by Jeff Smith (Morrow, 10/87; *232,358*)

26. *The Making of the African Queen* by Katharine Hepburn (Knopf, 9/87; *227,060*)

27. *Hammer* by Armand Hammer (Putnam, 5/87; *220,000*)

28. *Cultural Literacy: What Americans Need to Know* by E. D. Hirsch Jr. (Houghton Mifflin, 4/87; *211,000*)

29. *The Prudhomme Family Cookbook* by Paul Prudhomme (Morrow, 10/87)

30. *Perestroika: New Thinking for our Country and the World* by Mikhail Gorbachev (Harper & Row, 11/87; *203,544*)

A whopping 42 nonfiction titles with sales ranging from 100,000 to 197,000 did not rank among our nonfiction top 30—twice as many as last year's 21 such books.

The 42 almost-rans with sales of 125,000 copies or more in 1987 include: *The Cat Who Came for Christmas* by Cleveland Amory (Little, Brown); *Facing Death and the Life After* by Billy Graham (Word); *The Discovery of the Titanic* by Robert Ballard (Warner Books); *I Think I Don't Remember* by Art Buchwald (Putnam); *Echoes in the Darkness* by Joseph Wambaugh (Morrow); *And the Band Played On: Politics, People and the AIDS Epidemic* by Randy Shilts (St. Martin's); *Fatherhood* by Bill Cosby (Doubleday/Dolphin); *Women Men Love/Women Men Leave* by Dr. Connell Cowan and Dr. Melvyn Kinder (Crown); *Straight On Till Morning: The Biography of Beryl Markham* by Mary S. Lovell (St. Martin's); *This 'N' That* by Bette Davis (Putnam); *Weight Watchers Favorite Recipes* by Weight Watchers International (NAL Books); *When My Love Returns from the Ladies Room, Will I Be Too Old to Care?* by Lewis Grizzard (Villard); *The Different Drum* by M. Scott Peck (Simon & Schuster); *The Terrible Truth About Lawyers* by Mark H. McCormack (Morrow); *Weight Watchers Quick & Easy Menu Cookbook* by Weight Watchers International (NAL Books); *How to Marry the Man of Your Choice* by Margaret Kent (Warner Books); *Boone* by T. Boone Pickens (Houghton Mifflin); *The Fords: An American Epic* by Peter Collier and David Horowitz (Summit); *Sweet Life* by Barry Manilow (McGraw-Hill); and *The Renewal Factor* by Robert H. Waterman Jr. (Bantam).

Other books with sales of 100,000 or more are: *Super Marital Sex* by Paul Pearsall (Doubleday); *Catwatching* by Desmond Morris (Crown); *American Medical Association Family Medical Guide: Revised and Updated* by AMA (Random House); *The Search for Signs of Intelligent Life in the Universe* by Jane Wagner (Harper & Row); *Everything to Gain* by Jimmy and Rosalyn Carter (Random House); *The Fatal Shore* by Robert Hughes (Knopf); *Glory Days: Bruce Springsteen in the 1980s* by Dave Marsh (Pantheon); *An American Vision: Three Generations of Wyeth Art* with essays by James H. Duff, Andrew Wyeth, Thomas Hoving and Lincoln Kirstein (Little, Brown); *Hold on, Mr. President!* by Sam Donaldson (Random House); *Weddings* by Martha Stewart (Crown); *Step-by-Step Microwave Cook Book* (Better Homes and Gardens); *Betty: A Glad Awakening* by Betty Ford (Doubleday); *The Rotation Diet Cookbook* by Martin Katahn and Terrie Katahn (Norton); *The Random House Dictionary of the English Language, 2nd Edition* edited by Stuart Berg Flexner (Random House); *The Christmas Day Kitten* by James Herriot (St. Martin's); *Siblings Without Rivalry* by Adele Faber and Elaine Mazlish (Norton); *Chuck Berry* by Chuck Berry (Crown); *How to Be Your Own Nutritionist* by Stuart M. Berger, M.D. (Morrow); *The 35-Plus Diet for Women* by Jean Spodnik and Barbara Gibbons (Harper & Row); *Witness to a Century* by George Seldes (Ballantine); *Beverly: An Autobiography* by Beverly Sills and Lawrence Linderman (Bantam); and *Betty White: In Person* by Betty White (Doubleday). ☐

3/23/88 C 1852-2

CHILDREN'S BESTSELLER POSTER INSIDE

Bologna 1988: A Silver Anniversary Fair

Americans at Bologna • The Impact of a Dreary Dollar

Picture Books in France: A New Momentum

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MARCH 18, 1988 $2.50

#1 Dianetics Goes Into High Gear at the Indianapolis 500

********** 5-DIGIT 20814
SAMPLE 6 XB 1530
PW LNG1ESS20J069
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

DIANETICS
DIANETICS
DIANETICS
DIANETICS
DIANETICS
1
DIANETICS
DIANETICS
GOODYEAR

The #1 Self-help Bestseller by

L. Ron Hubbard

*Al Unser, Sr., last year's Indianapolis 500 winner and 4-time Indy champion, will drive the **Dianetics** car in this year's race.*

DIANETICS - the first book to sponsor a car in the Indianapolis 500

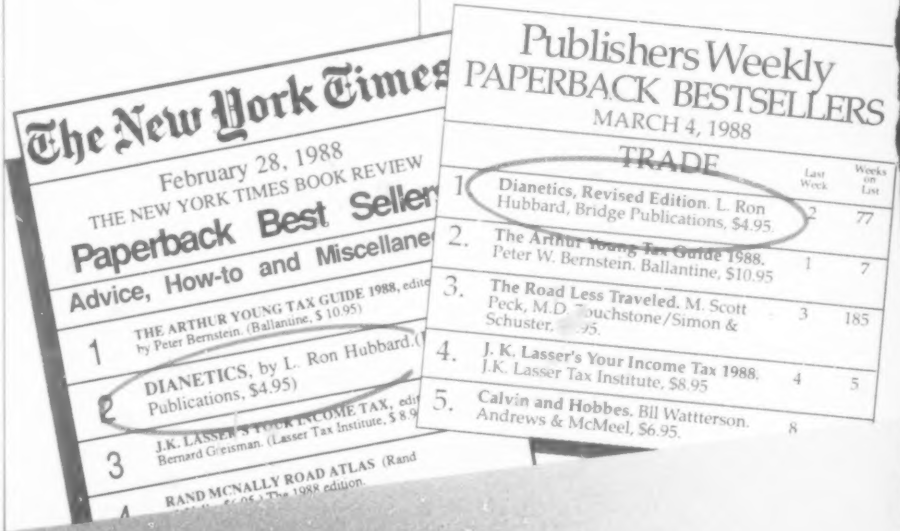
Bridge Publications has once again made publishing history, with its innovative marketing techniques.

Dianetics and Penske Racing are proud to announce that L. Ron Hubbard's classic self-help **bestseller** is the first book to sponsor an Indianapolis 500 race car. Last year's Indy champion, Al Unser Sr., will be driving the bright yellow **Dianetics/ Penske** race car.

This means booming **Dianetics** sales for you in 1988. The Indianapolis 500 is the largest sporting event in the world, with over 400,000 in attendance and 100 million viewers and listeners internationally.

The word of mouth and demand for **Dianetics** will reach an all time high, so make sure you have plenty of stock on hand.

Ask about special Dianetics/Indianapolis500 displays and posters.



The New York Times

February 28, 1988

THE NEW YORK TIMES BOOK REVIEW

Paperback Best Seller

Advice, How-to and Miscellane

1 THE ARTHUR YOUNG TAX GUIDE 1988, edite by Peter Bernstein. (Ballantine, $ 10.95)

2 DIANETICS, by L. Ron Hubbard.(Publications, $4.95)

3 J.K. LASSER'S YOUR INCOME TAX, edi Bernard Greisman. (Lasser Tax Institute, $ 8.9

4 RAND MCNALLY ROAD ATLAS (Rand

Publishers Weekly
PAPERBACK BESTSELLERS
MARCH 4, 1988

TRADE

		Last Week	Weeks on List
1.	**Dianetics, Revised Edition.** L. Ron Hubbard, Bridge Publications, $4.95.	2	77
2.	**The Arthur Young Tax Guide 1988.** Peter W. Bernstein. Ballantine, $10.95	1	7
3.	**The Road Less Traveled.** M. Scott Peck, M.D. Touchstone/Simon & Schuster, [illegible].95.	3	185
4.	**J. K. Lasser's Your Income Tax 1988.** J.K. Lasser Tax Institute, $8.95	4	5
5.	**Calvin and Hobbes.** Bll Wattterson. Andrews & McMeel, $6.95.	8	

ENDURANCE

10,000,000 COPIES SOLD AND GOING FOR A NEW RECORD IN

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91; 2 years $155; 3 years $217. Canada: 1 year $177; 2 years $300; 3 years $420. Air delivery to all other countries: 1 year $250; 2 years $425; 3 years $595. (Remit in U.S. funds only.) Single copy $5.00; announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone 212/645-0067; telex 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business and Consumer Magazines for Building & Construction ☐ Interior Design ☐ Electronics & Computers ☐ Foodservice & Lodging ☐ Manufacturing ☐ Book Publishing & Libraries ☐ Medical/Health Care ☐ Child Care & Development

Publishers Weekly

VOLUME 233 NUMBER 11
ISSN 000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MARCH 18, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Robert A. Carter,
John P. Dessauer, Kimberly Olson Fakih,
Gayle Feldman, Jerome P. Frank,
Chandler B. Grannis, William Griffin,
Jean F. Mercier, Paul S. Nathan,
Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

BOLOGNA '88

Gearing Up for Bologna *by Herbert R. Lottman* 22
Americans at the Fair *compiled by Kit Alderdice* 23
Business at Bologna: The Impact of a Dreary Dollar *by John Mutter* ... 23
The Picture Book in France *by Isabel Finkenstaedt* 30
Bringing Japanese Books to Bologna *by Sally Taylor* 36
Children's Bestsellers 39

DEPARTMENTS

NEWS OF THE WEEK 10
High Court Refuses Blatty Suit Against *N.Y. Times*
Supreme Court to Hear RICO Case Against Indiana Store
Hatch Proposal on 'Moral Rights' Laws Snags Berne Adherence
Roger Stevens to Be Chairman of NBA
FTC Clears Trump to Hold Up to 24.9% in MCA
Presses de la Cité and CEP Unite
Obituary Notes: Peter Martin
Little Professor Expands
Avon's Year of Romance

TRADE NEWS 41
Gorbachev Bio Is First of New NAL/Time Series
Latin American Works Coming from Graywolf Press
Back to Press

BOOKSELLING 44
The Promise of Pubnet

AUDIO/VIDEO PLUS 51
Children's Video Gets Serious

BOOK DESIGN & MANUFACTURING 54
ACTS Approves Criteria for Field Book Testing
35 Miniature Books in Designer Bindings
Instant Book Becomes Reality at Oasis Press with VeloBind

PW INTERVIEWS 62
Emily Hahn

FORECASTS 64
Nonfiction 64
Fiction 69
Paperbacks 76
Children's Books 84

COLUMNS

Highlights 7
Letters 8
Calendar 8
People 17
Rights 18
Southern Spotlight 50
My Say: *Jon B. Riffel* 53
Talk of the Trade 61
Weekly Exchange 90
Paperback Bestsellers 96
Hardcover Bestsellers 98

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST**: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH**: Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST**: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). **NON-U.S.A.** representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

HIGHLIGHTS

Late Bulletin: Weeks Moves to BOMC

Brigitte Weeks, editor of the *Washington Post Book World* since 1978, will be joining Book-of-the-Month Club on May 2 as editor-in-chief.

Writers File Amicus Curiae Brief

Five prominent authors file a friend-of-the-court brief in support of Viking's and Peter Matthiessen's five-year battle against two libel suits. The writers declare that the costs of litigation can result in publishers and authors avoiding works that include controversial discussion, a situation that "poses a threat to the intellectual growth of our society." *Page 12*

Stevens to Chair NBA Again

Roger L. Stevens has been appointed chairman of the National Book Awards, a position he held in the early 1970s. BOMC's Al Silverman will be vice-chairman and new board members include Ann Getty and Alberto Vitale, among others. *Page 14*

AAP Sales Report for December

Category	% change, December	% change, YTD
Adult HC	12.6	17.0
Adult PB	8.8	14.0
Juvenile HC	13.8	15.4
Juvenile PB	16.0	23.2
Univ. Press HC	- 0.9	5.4
Univ. Press PB	14.5	12.1
Bibles, etc.	53.7	21.1
Mass market	- 17.5	7.6
Book club	31.6	12.7
Mail order	- 1.4	0.7
Sci-tech	- 2.8	7.1
College texts	- 10.3	8.0
School texts	48.2	6.4

Trump Okayed to Buy MCA Stock

Donald J. Trump has clearance from the FTC to buy as much as 24.9% of MCA Inc., the parent company of the Putnam Publishing Group. MCA has modified a "poison-pill" plan as a result. *Page 14*

Can RICO Laws Apply to Books?

The Supreme Court will consider whether federal anti-racketeering laws—which allow the confiscation of equipment used for alleged criminal activity—can be applied to bookstores accused of selling allegedly obscene material. The case in point is Fort Wayne Books, which has been convicted of distributing obscene material. Booksellers and publishers fear RICO laws will be used against works protected by the First Amendment. *Page 10*

High Court Declines Blatty Suit

William Peter Blatty's appeal for a U.S. Supreme Court ruling in his suit against the *New York Times* for keeping his novel *Legion* off its 1983 bestseller lists was declined. The California Supreme Court had unanimously ruled that the author had no grounds for his suit. *Page 10*

Peachtree Editors Join Grizzard Firm

Peachtree executive editor Claude G. Perry Jr. has resigned from the firm to head Longstreet Press, backed by a group of Atlanta investors including Lewis Grizzard, a former Peachtree bestselling author. *Page 12*

Bologna Fair Celebrates Its 25th

A 10% increase in exhibiting imprints, the largest-ever U.S. collective stand, redesigned exhibits, expanded services and a silver gala are among the highlights of the 25th annual Bologna International Children's Book Fair next month. *PW*'s curtain-raiser to the fair looks at how the weakened dollar may affect the buying and selling of rights and presents an overview of children's picture books in France. *Page 21*

	Security 1 = most 250 = least	**Stress** 1 = least 250 = most	**Job Environment** 1 = best 250 = worst	**Income** 1 = highest 250 = lowest	**Outlook** 1 = best 250 = worst	**Physical Demands** 1 = least 250 = most	**Average Work Week** (in hours)
Print Editor	37	86	21	142	14	16	44.2
Copywriter	5	94	22	93	44	31	44.2
Bookbinder	151	19	50	176	173	108	44.9
Book Author	101	208	134	248	54	31	44.2
Public Relations Specialist	205	239	209	63	184	66	46.2
Wholesale Sales Rep	20	212	226	141	16	115	47.9
Librarian	14	7	46	145	95	76	42.8
Commercial Artist	134	141	91	165	111	56	44.2
#1	Hospital Admin.	Instrument Repairer	Mathematician	NBA Basketball Player	Medical Assistant	Astrologer	NBA Basketball Player
#250	Migrant Farmworker	Firefighter	Firefighter	Migrant Farmworker	Migrant Farmworker	Firefighter	Firefighter
Middle Ground	Baseball Umpire	Museum Curator	Teacher	Teacher	Photo-Journalist	Flight Attendant	Dentist

From *The Jobs Rated Almanac* (Pharos Books: May, 1988)

An editor's job *may be one of the most desirable, according to* The Jobs Rated Almanac *by Les Krantz, from Pharos Books (May, paper $14.95). An editor scores comfortably on security, environment and stress level; publicity people face a stress level only three ranks behind air traffic controllers. Authors score low on income, and sales reps put in the longest work week of all publishing positions*

HARDCOVER BOOKS

Contemporary Signs Navratilova and Evert For Joint Project

Contemporary Books has announced the acquisition of a book to be written by tennis champions (and competitors) Martina Navratilova and Chris Evert in collaboration with Peter Knobler. Scheduled to be published in spring 1989, the title was bought for an undisclosed six-figure advance in an auction conducted by the International Management Group.

Tentatively titled **Martina and Chris**, the book will tell about the friendship that has grown between the tennis players after facing each other innumerable times in pressurized, grueling matches.

"My interest in the subject and enthusiasm for the book is the result of a fascination with these two very strong women and their unique story," noted Nancy Crossman, associate publisher of Contemporary. "Nowhere in sports history has there been a more intense, ongoing rivalry between two women. Theirs has been a remarkable relationship."

Knobler, who also collaborated with basketball star Kareem Abdul Jabbar on *Giant Steps* and with Thomas "Hollywood" Henderson on *Out of Control*, said, "It's a 15-year relationship that has grown, developed, buckled, split, healed and thrived in public."

Thomasson-Grant to Publish National Geographic Photos

Thomasson-Grant will publish **Odyssey: The Art of Photography at *National Geographic*** as a catalogue to accompany a major exhibition of the same name which will open on June 4 at the Corcoran Gallery of Art in Washington, D.C. Both book and exhibition are produced in celebration of the National Geographic Society's centennial. The book will be available nationally from the publisher in August.

The Thomasson-Grant book (cloth $65) will include all 265 of the exhibitions photographs, 145 color and 120 vintage black-and-white shots. More than half have never been published before. With an introduction by the Corcoran curator Jane Livingston, *Odyssey* represents the work of more than 150 famous and little-known photographers, and incidentally surveys the advance of photographic technology.

Sponsored by the Eastman Kodak Company and spanning the entire of life of *National Geographic* magazine, the show is the first to examine *National Geographic*'s role in the development of the photography as art form, says the publisher.

"When a museum with the prestige of the Corcoran and a curator with the reputation of Jane Livingston choose to recognize *National Geographic* magazine with an exhibition of art photography from our archives on our 100th birthday," said *National Geographic* editor Wilbur E. Garrett, "it gives us a look at our heritage from a new and exciting perspective. We like what they—and we—have seen."

The exhibition will be in Washington, D.C. from June 4 to August 28. After that, it will travel to museums in Europe, Asia and the Soviet Union. A second version will tour the United States and Canada, 3/23/88 C 1852-2

Fitness and Diet Books: A Healthy Market Share

Health Fair Bookstores: What the Doctor Ordered

Free Book from the Stop AIDS Project • Index to February Forecasts

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MARCH 25, 1988 $2.50

************* 5-DIGIT 20814
SAMPLE 6 XB 0646
PW LNG1ESS20J069
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

TIME LIFE BOOKS

A book by any other name is just a book.

By making ideas and information accessible. By using superb photographs, original art and how-to illustrations. By giving thought to minds. This is what has made TIME-LIFE BOOKS a part of our culture for more than a quarter of a century. And a book by any other name is just a book.

MORE THAN 25 YEARS OF EXCELLENCE

NEW to bookstores!

For years, millions of do-it-yourselfers have purchased and enjoyed TIME-LIFE BOOKS' best-selling how-to volumes. And now, we're offering brand-new books that speak directly to today's on-the-go audience:

FITNESS, HEALTH & NUTRITION

Across the country, Americans of all ages are taking up the fitness challenge. And now, this shape-conscious generation is turning to TIME-LIFE BOOKS for the expert guidance on achieving their fitness goals!

With FITNESS, HEALTH & NUTRITION, they can find out how to put looking good and feeling great within their reach. Popular titles that will get them off to a high-powered start include *The Fit Body* and *Eating Right*—just two of the exciting books in the FITNESS, HEALTH & NUTRITION program.

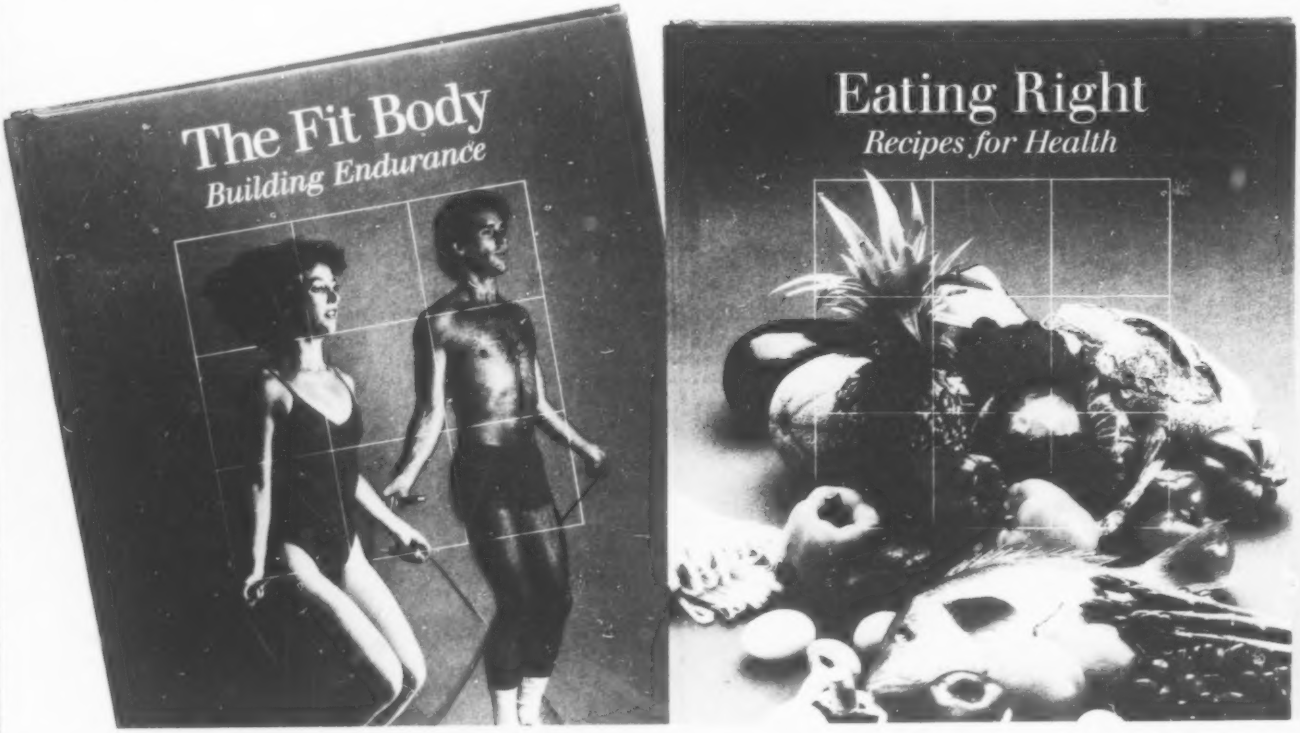
These hard-working volumes show how to get in shape—and *stay* in shape!

- Page after page of clear illustrations and full-color photographs
- Step-by-step exercise programs
- Mouthwatering recipes
- Latest, safest most authoritative guidance by top health professionals

And each book lets individuals tailor programs to suit their lifestyle and fitness level. Everything for healthier, happier living is included—which promises to make FITNESS, HEALTH & NUTRITION one of our top-selling series for today's generation!

NEW FROM TIME-LIFE BOOKS

How-to books for today's



Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President Publishing Operations; J. J. Walsh, Financial Vice President Magazine Division; Thomas J. Dellamaria, Vice President Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co.: Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1987 by Reed Publishing USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $91, 2 years $155, 3 years $217. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595 (Remit in U.S. funds only). Single copy $5.00; announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212-645-9667; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA □ Specialized Business and Consumer Magazines for Building & Construction □ Interior Design □ Electronics & Computers □ Foodservice & Lodging □ Manufacturing □ Book Publishing & Libraries □ Medical/Health Care □ Child Care & Development

Publishers Weekly

VOLUME 233 NUMBER 12
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MARCH 25, 1988

PUBLISHER
Neil A. Perlman
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Ellen Mangin
SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*
SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*
ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*
ART DIRECTOR
Maureen Gleason
COPY EDITOR
Robin Lenz
RESEARCH LIBRARIAN
Miriam E. Phelps
ADMINISTRATIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler
INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*
DIRECTOR OF THE ART DEPARTMENT
Barrie Stern
PRODUCTION
Robert Elder
EDITORIAL PRODUCTION MANAGER
Jane Perkinson
SENIOR PRODUCTION EDITOR
Nancy Brown
PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian
ADVERTISING PRODUCTION MANAGER
Lorena Parrish
ADVERTISING TRAFFIC COORDINATOR
Leonora Waters
ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson
ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo
DIRECTOR, ADVERTISING SALES
Alan Schlanger
CLASSIFIED ADVERTISING MANAGER
Frieda Johnson
PUBLISHING MARKETPLACE MANAGER
Jane Belostock
CIRCULATION DIRECTOR
Joan Roman
CIRCULATION MANAGER
Christine Duffy

FEATURES

Diet & Fitness: Small Waists, Big Sales 16
by Joseph Barbato

The Gallup Survey: Fitness Book Purchasers 25

Diet & Fitness Books 26

DEPARTMENTS

NEWS OF THE WEEK 10

Hachette Launches Bid of $415 Million for Grolier

G+W Protests Canadian Offer to Buy 51% of Ginn

Maxwell Threatens U.K. Retailers Who Sell Unauthorized Biographies

Epstein to Produce Mail-Order Catalogue of Backlist Books

Martin Asher Moves to Restructured Vintage Books

Postal Commission Asks for Steep Increase in Book Rates

Police Investigate Alleged Book Theft Ring in Southeast

Kastenmeier Subcommittee Passes Bill for Adherence to Berne

Weeks Named BOMC Editor-in-Chief; Riger Is Managing Director

Bantam Press Gets Forsyth

BOOKSELLING 31

Health Fair Bookstores—Just What the Doctor Ordered: New bookstore chain captures the growing health book and services market

TRADE NEWS 40

Novelist's Account of 'Incest and Healing' Due from Ticknor & Fields

'You CAN Do Something About AIDS' to Be Distributed Free

Back to Press

AUDIO/VIDEO PLUS 43

Change and Continuity At S & S Audio: A new publisher and new sales force will hold the same course

PW INTERVIEWS 47

Penelope Lively

FORECASTS 49

Fiction 49
Nonfiction 54
Paperbacks 59

COLUMNS

Highlights 7
Media 8
Calendar..................... 8
People 15
Rights 30
West Watch 36
My Say: *Thomas M. Barclay* .. 45
Index to Forecasts 64
Weekly Exchange 67
Paperback Bestsellers 92
Hardcover Bestsellers 94

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). **NON-U.S.A.** representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

THE GALLUP SURVEY

BY LEONARD WOOD

Fitness Book Purchasers

A casual glance at the television or newsstand would suggest that over the past few years Americans have become fitness fanatics. Innumerable gurus of good health offer alternatives to the fountain of youth, ranging from miracle-diet regimens to invigorating exercise plans, and record numbers of Americans have followed advice to shape up and trim down. In fact, a 1986 Gallup Poll found that a majority of Americans (51%) regularly perform some activity to keep physically fit.

Concurrent with the growing interest in health and fitness has been the increasing sale of books on the subject of health, diet or exercise. Gallup surveys during 1987 revealed that health/diet/exercise titles represented 9% of the nonfiction books purchased, and this proportion is the highest recorded since studies began in 1984. (In 1984 and 1985, it was 7%; in 1986, 6%.)

The profile of the health/diet/exercise book buyer varies somewhat from that of the average book buyer. Both groups tend to be women, but the proportion is greater among fitness book buyers (66%) than among book buyers overall (56%) (TABLE 1).

Whereas the greatest concentration of all book buyers is among 35–49 year olds (31%), the largest share of health/diet/exercise buyers comprises adults age 50 and older (35%).

With respect to socioeconomic status, the distribution of fitness purchasers on such factors as education, income and women's employment suggests that books on health-related topics may have broader appeal than the average volume. Although both consumer populations are composed primarily of the college-educated, those with an annual household income of at least $30,000 and employed women, the representation of these groups is smaller among fitness buyers than among average book purchasers, while the proportion of those in the lower socioeconomic groups is higher than average.

The majority of all books are purchased in a bookstore (55%), but the probability is somewhat lower if the book addresses health, diet or exercise (45%). Fitness books, however, are more likely than the average volume to be purchased in a department or discount store (13%), supermarket (12%) or by mail order (12%) (TABLE 2).

With respect to price, paperback fitness books ($6.50) bear a price tag higher than that on the average book ($5.60), but the hardcover versions ($15.70) tend to be somewhat less expensive than average ($16.70).

TABLE 1

WHO BUYS FITNESS BOOKS?

	Total Book Buyers %	Health/Diet Exercise Buyers %
Sex		
Male	44	34
Female	56	66
Age		
18–24 years	16	17
25–34 years	27	25
35–49 years	31	23
50 years and older	25	35
Education		
College	60	49
High school graduate	31	38
Non-high school graduate	8	12
Annual Household Income		
$30,000 and over	46	34
$20,000–$29,999	20	26
$10,000–$19,999	15	18
Under $10,000	6	6
Women's Employment Status		
Full time	48	46
Part time	15	11
Not employed	36	42
Region		
East	26	28
Midwest	24	24
South	26	22
West	24	26

TABLE 2

WHERE FITNESS BOOKS ARE BOUGHT

Where Purchased	Total Books %	Health/Diet Exercise Books %
Bookstore	55	45
Department/Discount store	9	13
Supermarket/Grocery store	8	12
Book club	7	7
Mail order other than book club	7	12
Drug store	3	3
Newsstand	1	2
Other	7	4
Don't know	3	2
Total	100	100

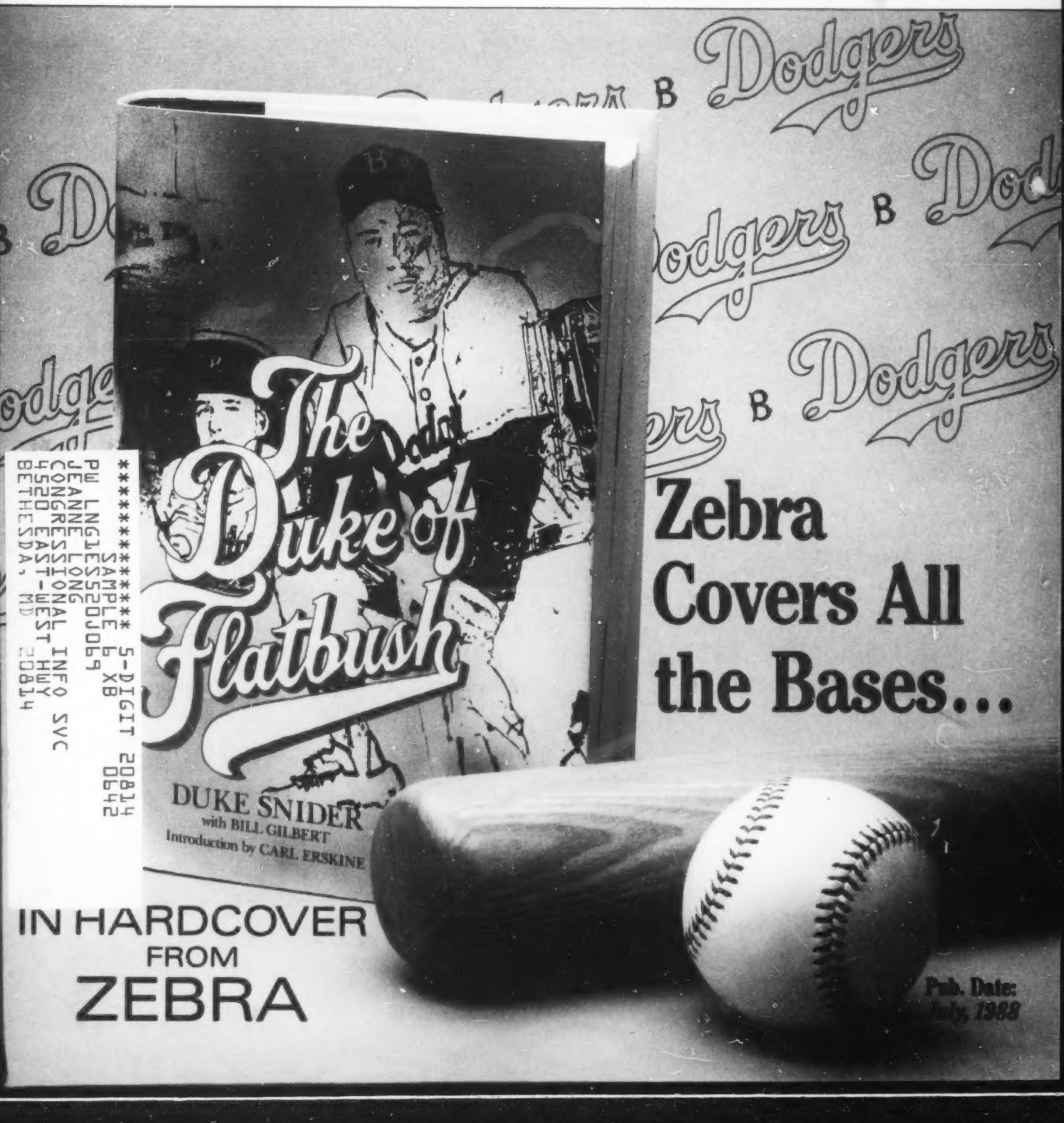
NOTE: Results are based on 10,180 telephone interviews conducted among a nationally representative sample of adults, age 18 and older, throughout 1987.

4/7/88 C1852-2

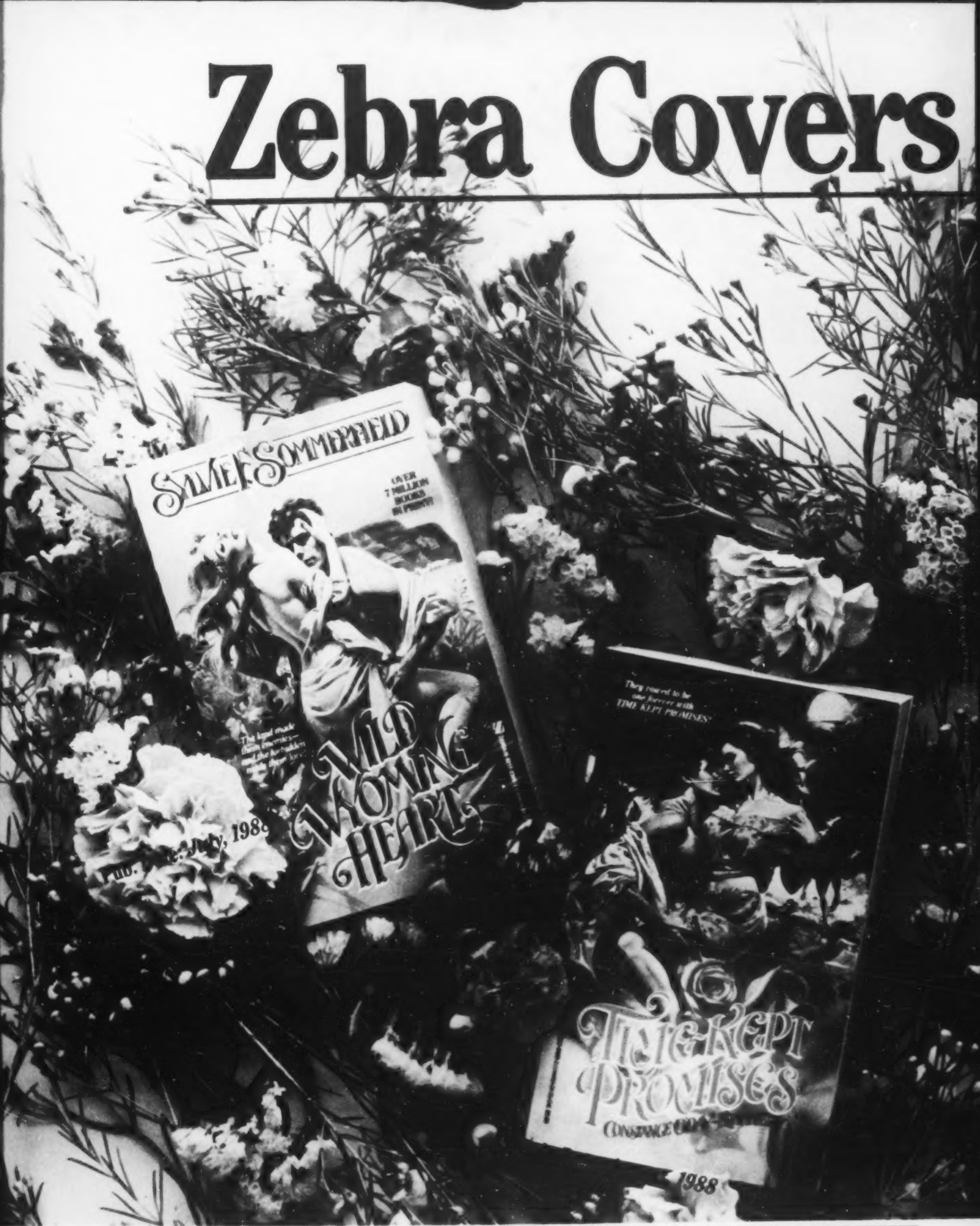
Profile of the Sales Push: Figures from an Informal Survey
A Roundup of 1989 Calendars • How Abrams Targets the Art Market
Verso: Publishing for the Left Across the Atlantic

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* APRIL 8, 1988 $2.50


Dodgers
B
The Duke of Flatbush
DUKE SNIDER
with BILL GILBERT
Introduction by CARL ERSKINE
Zebra Covers All the Bases...
IN HARDCOVER FROM ZEBRA
Pub. Date: July, 1988

********** 5-DIGIT 20814
SAMPLE 6 XB 0642
PW LNG1ESS520J069
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814



Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 233 NUMBER 14
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

APRIL 8, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth, *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Jane Perkinson

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes, Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Quantifying the Sales Push 15
An informal publisher survey offers statistical support for some industry shibboleths *by Duane S. Crowther*

DEPARTMENTS

NEWS OF THE WEEK 10
Coalition Urges Veto of Broad N.J. Minors Bill
Crossroad and Macmillan Settle Suit
AAP Offers Seminar on Exports, Directory of Foreign ABA Visitors
U.S. Hard Currency Bookstore to Open in Moscow June 1
"Give the Gift of Literacy" Dissolves, Asks Retailers to Aid Local Efforts
Supreme Court to Hear Texas Monthly Sales Tax Suit
Hadley Succeeds Goodman at Intervisual
Michael Zibart to Leave Ingram May 1
Italian Direct Mail Sales Boom
Countryman, Backcountry Presses Merge

TRADE NEWS 21
Warner's 'Presumed Innocent' Assuring an Audience for a $3 Million Paperback
Fawcett Creates Nine Covers for Piercy's 'Gone to Soldiers'
Back to Press

BOOKSELLING & MERCHANDISING..... 27
1989 Calendars

MARKETING 67
Matchmaking at Abrams: Paul Gottlieb talks about strategies to reach concentrated markets

AUDIO/VIDEO PLUS .. 69
Martha Stewart's Biggest Party Yet: The author of high-ticket lifestyle books is set to style lives aplenty on video and at K mart

PW INTERVIEWS 73
Judith Michael

FORECASTS.............. 75
Fiction 75
Nonfiction 80
Paperbacks 85
Children's Books 89

COLUMNS

Highlights....................7
Calendar 8
People 13
Rights 19
More 1988 Travel Books ... 24
Talk of the Trade 38
My Say: *Barbara Wilk* 61
Letter from the Midwest... 62
Independent Publishing ... 64
International Front 66
Weekly Exchange 99
Paperback Bestsellers ... 104
Hardcover Bestsellers ... 106

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

QUANTIFYING THE SALES PUSH

An informal publisher survey offers statistical support for some industry shibboleths

By Duane S. Crowther

How many copies of an average hardcover book are sold today? How long will it remain in print and when will most of its sales occur? How much will be spent on advertising, and when will the advertising occur in the book's life cycle? These are some of the questions asked in a survey of major book publishers undertaken at last year's ABA convention, and the answers may be of interest as the American book industry gears up for the next one.

The survey focuses on the average hardcover so-called "midlist" book that makes up the majority of offerings from book publishers today. It was designed to eliminate the skewing of data caused by the few books that receive special treatment because they have been picked for promotion to bestsellerdom. Prepared by a publishing professional as part of an M.B.A.–degree thesis, the data gathered present a suggestive statistical basis for a number of widely held assumptions.

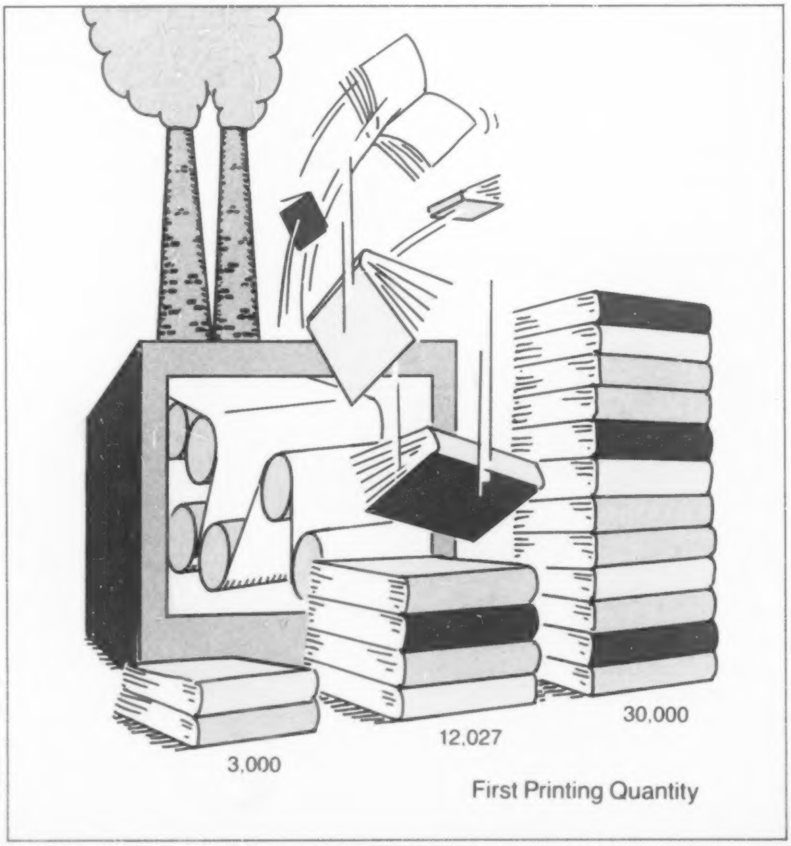
The survey's results reflect insights that are difficult to obtain within the industry, providing "ballpark" answers to questions involving procedures and practices that are not readily available in written form within the trade. They also provide a glimpse at the practices and policies of some of the largest and best-known publishing companies in the country.

How the Survey Was Taken

The procedure used at the convention was to approach representatives of various firms and indicate that a survey was being taken to complete an M.B.A. case project. The one-page survey form was then shown to the publisher's representative, and, almost invariably, that person would call for the company's advertising, marketing or promotion manager who would in turn fill out the questionnaire. A total of 31 publishers were surveyed in this manner.

An effort was made to strike a balance among the types of companies approached. In addition to big-name general publishers, major publishers in the Christian market were also approached. Several large university presses were also included in the survey. All firms contacted were medium to large in size, and all of them had names well known in the business. No small "one-man" or "mom and pop" publishing operations were included. All firms interviewed were situated in the main area of the exhibit hall rather than in the "small press" section, and all were operating at least two convention booths.

Though the survey provides some interesting and valuable insights, it also has its share of liabilities. The information obtained was "off the



Crowther is CEO and senior editor of Horizon Publishers & Distributors Inc., in Bountiful, Utah. He also is the president of the Institute for Retail Store Management, a consulting firm that conducts seminars and assists clients in the book and crafts industries.

cuff," delivered without benefit of exact records, budgets, written product histories or marketing plans. In some cases, the information was not provided by the most knowledgeable individual in the companies surveyed, but rather by the person considered most qualified who happened to be in the booth as the survey approach was made. But even within these limitations, the survey presents a valuable "consensus" overview of some essential aspects and "rules of thumb" of the book publishing industry today.

A Typical First Run

The first question asked was about the initial quantity of books printed for a typical new hardcover. The question was: "What is your company's usual first printing quantity of a typical hardbound book which you estimate will be an average seller?" The mean answer to this question was a surprisingly high 12,027 books. The median was 10,000, situated in a range from a minimum of 3000 books to a maximum of 30,000.

The next question was about advance orders, the extent to which publishers presell their books before they come off the press. The question asked: "What quantity of a typical hardbound book does your company attempt to have presold before the book is first printed?" Analysis of the results showed that a mean percentage of 59.17% of hardcover books are presold before the first edition goes to press. Responses to this question had a wide range, from 16.7% up to 100%, with distribution of answers spread relatively evenly throughout the range.

The In-Print Life

The third question on the survey asked: "How many months does an average-selling book typically remain in print?" An analysis of the responses showed the mean number of months a book remains in print was a surprisingly high 43.07 months. The range was wide on this question, however, with answers covering a spread from 120 months (10 years) down to 12 months. Several answers were eliminated from the study because they represented the treatment of "classics" or textbooks or items like almanacs that are periodically updated but never allowed to go permanently out of print. (Several answers pertaining to these types of materials fell into the 35- to 50-year range.) The answers to this question were heavily skewed to the low end, with 17.9% reporting a book's life expectancy to be only between 21.8 and 31.6 months, and 39.3% indicating a life expectancy of between 31.6 and 41.4 months.

Quarterly Sales Patterns

Question four asked: "Assuming a typical book has a two-and-a-half-year (10 quarter) product cycle, what percent of sales would you expect to occur in each quarter?" Spaces were then provided for writing a percentage figure for each of 10 quarters. The mean percentages for the first four quarters were as follows:

CUMULATIVE SALES PER QUARTER DURING A BOOK'S FIRST YEAR

Quarter	% of Sales in Quarter	Cumulative % of Sales
1	43.25	43.25
2	20.25	63.50
3	14.38	77.88
4	13.26	91.14

Sales during the remaining six quarters were so negligible that they were not compiled. It is obvious from the survey that most books are seen as having a product life cycle that is almost complete within the first year. If the typical book remains in print for 43 months, as is indicated above, that leaves only 8.86% of the book's sales to be divided over the final 31 months of the book's life.

Assuming the above figures to be typical, the product life cycle for a typical book might therefore be defined as approximately:

PROJECTED LENGTH OF A TYPICAL BOOK'S PRODUCT LIFE CYCLE

Stage	Length
Introductory stage	1 month
Growth stage	5 months
Maturity stage	6 months
Decline stage	31 months
Total book life:	43 months

There was considerable variation in the percentage of sales reported for each of the first four quarters. Quarter one, with a mean of 43.25%, ranged from a minimum of 10% to a maximum of 85%. There was a fairly balanced spread throughout the range, but with 26.7% of the replies arrayed between 23.6% and 30.4% of total sales occurring during the first quarter. Another 26.7% of the replies indicated the expectation that between 44.1% and 50.9% of total sales would take place during the first quarter.

Quarter two, with a mean of 20.25% of total book sales expected, had a range from 10% minimum to 75% maximum. This quarter was highly skewed, with 80% of those surveyed reporting sales expectations for the quarter at the low end of the book's total sales, between 10% and 21.8%.

Quarter three, with a mean of 14.38% of total book sales expected, and quarter four, with a mean of 13.26%, were very similar. Both had ranges from 4% to 50%; both were strongly skewed to the low end. Quarter four, for instance, showed 76% of the responses between 4% and 12.36%.

Sales and Profits

The next question dealt with the number of book sales needed to reach essential publishing-profit target levels. Question five on the survey inquired: "How many copies of a typical hardbound book need to be sold for the book to break even, [to] be an average seller, [to] be a bestseller, and to appear on major bestseller lists (*New York Times, Publishers Weekly*)?"

The survey respondents indicated a mean of 6215 copies were needed to break even for their companies. Replies here ranged from a minimum of 1500 to a maximum of 20,000. The median was 4250 copies. Survey comments contained the obvious qualifications that the break-even point is highly dependent upon author royalties and advances and upon promotional expenses.

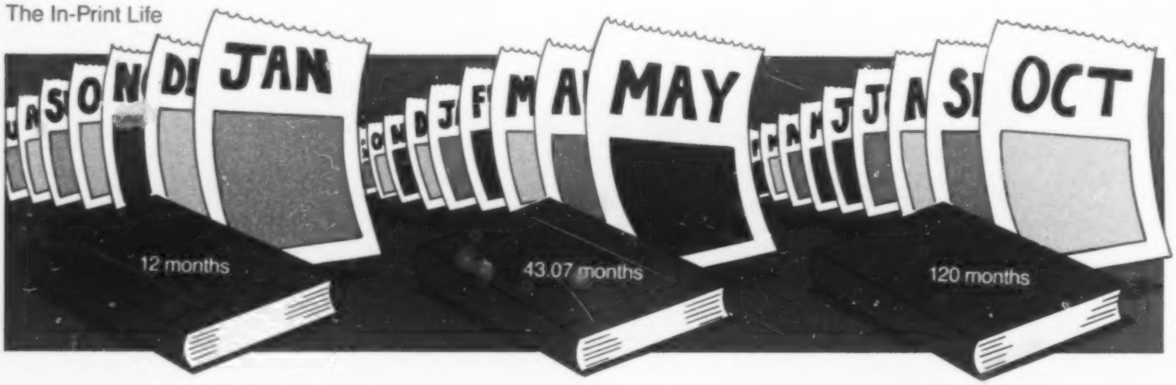
The respondents indicated that an average-selling book would sell 12,646 copies. This mean was above the median of 10,000 copies. The range extended from a minimum of 3000 copies up to a maximum of 35,000 copies.

How many copies must be sold before a book can become a bestseller? The mean answer to this query was 37,708 books. The median answer was somewhat lower: 32,500 books. The range was from a minimum of 10,000 books up to a maximum of 80,000 books.

And how many must be sold to position the book on a major bestseller list? The mean answer was 70,139 copies. The median answer was higher in this case: 75,000 books. The range was from 15,000 up to 150,000 copies. This question brought more guesswork than the survey's other queries, since many of the individuals responding to the survey questionnaire had never been personally involved with a book that reached the bestseller lists. Several comments, however, were significant. First, it was pointed out that the quantity of books needed to hit the bestseller lists varies greatly at different times of the year, with a lesser quantity needed during the slow summer months than during the fall and spring seasons, when many new titles are being pushed into the stores.

Second, it was observed that since a number of key stores furnish the data for the makeup of the lists, systematic selling to those stores can influence the list somewhat. It was also pointed out that the timing of sales to those stores was critical; there must be large sales in a very short period of time to enable the books to achieve a rate of sale that qualified them as bestsellers in any given week.

The In-Print Life



Also, it was observed that many types of books are not even candidates for the lists. Many books in other markets outsell the listed bestsellers but do not get named to the lists because they flow through channels that do not report sales to the list compilers.

Advertising Expenditures

Several questions on the survey were intended to analyze industry marketing expenditures per book sold. Question number six read: "If a book retails for $20, how much per book does your company allocate for advertising and marketing expenses (excluding salaries and commissions)?"

The answers provided in dollars were converted into percentages. The mean score for advertising spent on a per-book basis was 6.08% of the book's retail price. The range was from a minimum of 5% up to a maximum of 10%. The most common answer provided, by far, was "a dollar a book." In discussing this figure with the survey participants, they several times commented that this was somewhat of an industry "rule of thumb," and that it applied to most books priced in the $15 to $25 retail price range.

When to Advertise

Question seven of the survey was: "What percentage of your company's advertising, promotion and marketing budget for a typical book is spent before the book is released, during the product life cycle introductory stage, during the product life cycle growth stage, during the product life cycle maturity stage, and during the product life cycle decline stage?" The answers are summarized as follows:

TIMING OF BLOCK ADVERTISING EXPENDITURES

% of Advert.	Product Life Cycle Stage
36.00	Before release of the book
41.77	During the life cycle introductory stage
16.45	During the life cycle growth stage
5.78	During the life cycle maturity stage
100.00%	

The range covering the percentage of advertising budget to be spent before the book is released extended from a minimum of 10% to a maximum of 80%, with a median of 25%. The suggested percentages were quite evenly distributed throughout the range. The range covering the percentage of advertising budget to be spent during the book's introductory stage was also quite evenly distributed, from the minimum of 10% to the maximum of 85%, with 40% being the median.

The range on advertising expenditures during the book's growth stage was more limited, extending from a minimum of 2% to a maximum of 50%.

'Push' vs. 'Pull' Advertising

The final question asked the publishers to divide all their firm's advertising expenditures into two general categories: advertising directed to bookstores, libraries and other institutional buyers and wholesalers who would, in turn, resell or distribute the goods to end users; and advertising directed to end consumers. Advertising directed to intermediaries was termed "push" advertising; advertising directed to the end consumer was put in the category of "pull" advertising.

The survey showed that "push" advertising was slightly preferred to "pull" advertising, with a mean of 52.68%. The range was broad, however, with "push" advertising occupying 100% of the ad budget in some firms, down to as little as 10% in others. A histogram prepared indicates that the variation in budget devoted to "push" advertising was quite evenly spread, with at least one surveyed publisher at each of the 10 levels indicated.

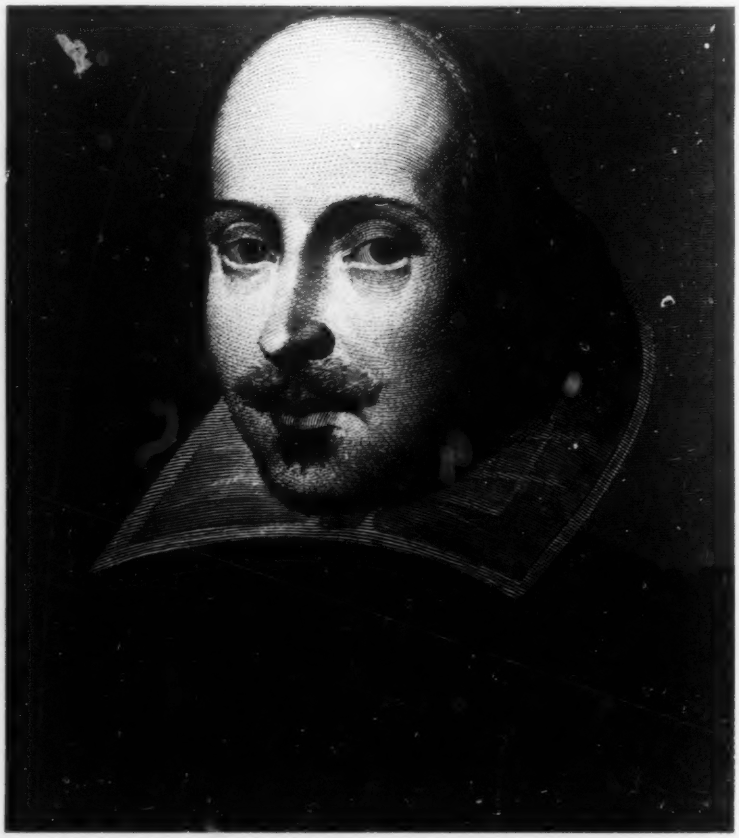
Since this question required that the combined "push" and "pull" advertising total 100%, "pull" advertising directed to the end user was credited with receiving 47.32% of the composite advertising budget.

It should be noted that many of the firms showed their expenditures to be as widely differentiated as 75% and 25%, or 70% and 30%, or 60% and 40%, for the two types of advertising. Typically, each of the companies has adopted its own marketing plan based on the predominant use of either the "push" or "pull" approach. Though the averages of the two types appear to be almost equal, such an equal advertising budget division is not representative of most of the companies surveyed. They were predominantly committed to either a "push" advertising approach or to the "pull" philosophy.

One observation should be made: the large publishers who are typically the producers of the nation's top bestsellers tend very strong toward "push" advertising. Those companies who mainly stress the strength of their backlists typically use more "pull" advertising.

In summary, the survey reveals a strong predisposition among the nation's publishers to advance and prerelease selling, product life cycles where over 90% of a book's total copies are sold during the first year and expenditure of most of the book's advertising budget before the book reaches the stores and/or in the first two months of the book's existence. Those publishers who anticipate longer product lives for their books, and who do little advance selling, typically realize lesser sales than those whose resources are geared to a strong initial "push" effort. ☐

> *'The quantity of books needed to hit the bestseller lists varies greatly at different times of year, with a lesser quantity needed during the slow summer months'*



The greatest apartment salesman of our time

To most of us, William Shakespeare is the quintessential playwright.

But when the Ballard Realty Company of Montgomery, Alabama, needed tenants for a new apartment complex, Mr. Shakespeare proved to be a top-notch salesman as well. With every signed lease, Ballard Realty offered a free membership to the Alabama Shakespeare Festival. Soon, over 80% of the company's units were leased before construction was even completed.

Nationwide, small and medium-sized businesses, like Ballard Realty, are discovering what blue-chippers have known for years: that the arts can help create a positive public image, increase a company's visibility and improve sales.

For information on how your company can benefit through a partnership with the arts, contact the Business Committee for the Arts, Inc., 1775 Broadway, Suite 510, New York, New York 10019, or call (212) 664-0600.

It may just be the factor that decides whether this year's sales goals are to be or not to be.

BUSINESS COMMITTEE FOR THE ARTS, INC.

This advertisement prepared as a public service by Ogilvy & Mather

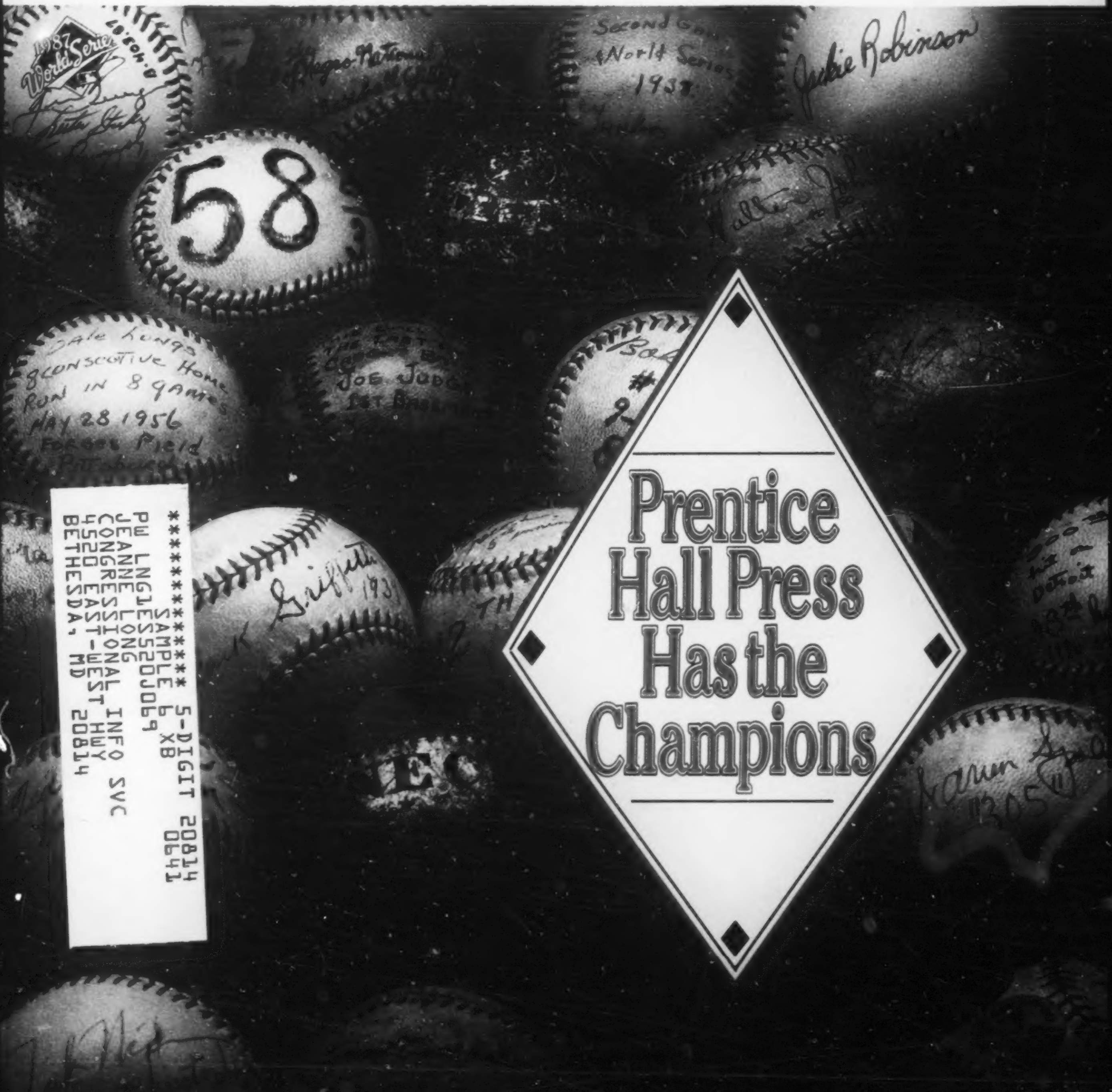
4/19/88

C1852-2

Portraits in Publishing: An Interview with Phyllis Grann
The Desperate State of Libel Insurance • A Lively London Book Fair
Major Books for the Summer • Audio Abridgers at Work

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING APRIL 22, 1988 $2.50


1987 World Series
Jackie Robinson
Second Game World Series 1938
58
Dale Long
8 consecutive Home Run in 8 games
May 28 1956
Forbes Field
Pittsburgh
Joe Judge
1st Base
Prentice Hall Press Has the Champions

************ 5-DIGIT 20814
SAMPLE 6 XB 0641
PW LNG1ESS520J069
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

Prentice

The winning lineup for fall begins with *The Baseball Hall of Fame 50th Anniversary Book*, a lush gift compilation of more than 400 photographs, with text by such renowned sportswriters as Roger Kahn, Roy Blount, George Vecsey and others.

But that's not all.

There's *Manhattan Architecture*, a big treasure trove of best buildings from the team who brought the stylish (and top-selling) *Manhattan* to booksellers.

And CBS Sports broadcaster Tommy Heinsohn's tale of professional basketball as it's really played.

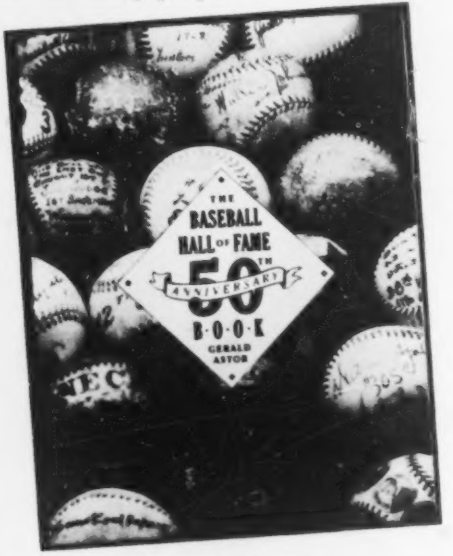
And even the 25th anniversary edition of Bel Kaufman's classic bestseller *Up the Down Staircase*—as funny and on-target today as it was when it was published for the first time and proceeded to sell 400,000 copies in cloth and close to a half-million in paper.

That's for starters.

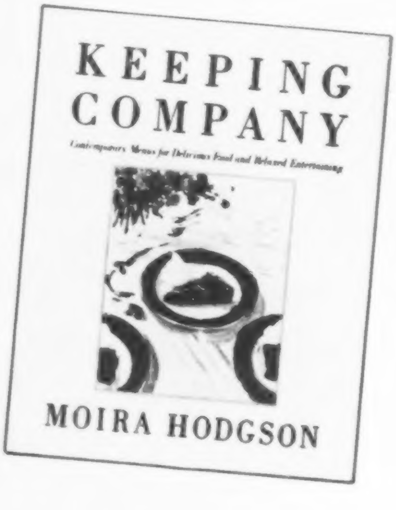
Let us tell you more.

Please come to the Prentice Hall booth #4478-4485 at the ABA convention in Anaheim, May 28–31.

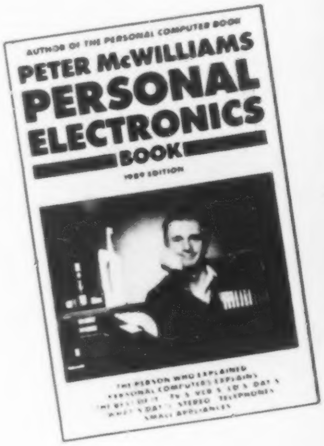
It's where your championship season begins.



THE BASEBALL HALL OF FAME
50th ANNIVERSARY BOOK
by The National Baseball Hall
of Fame and Gerald Astor
0-13-056573-3, $40.00.
September • National advertising


KEEPING COMPANY
Contemporary Menus for Delicious Food and Relaxed Entertaining
MOIRA HODGSON

KEEPING COMPANY: Contemporary Menus for Delicious Food
and Relaxed Entertaining
by Moira Hodgson
0-13-046814-2, $29.95. October
Author tour • National advertising


AUTHOR OF THE PERSONAL COMPUTER BOOK
PETER McWILLIAMS
PERSONAL ELECTRONICS BOOK
1989 EDITION

PETER McWILLIAMS' PERSONAL
ELECTRONICS BOOK 1989
by Peter McWilliams
0-13-661877-4, $10.95 paper.
October • Author tour • National
advertising

Cover photo from *The Baseball Hall of Fame 50th Anniversary Book* © 1988

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA □ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. □ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 233 NUMBER 16
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

APRIL 22, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Tom Spain *Audio/Video Plus*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Olivier David

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
Sally Taylor *Far East*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

PRODUCTION
Robert Elder

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Leonora Waters

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Portrait of a Publisher: Phyllis Grann **24**
A talk with the new president of the Putnam Berkley Group
by Fleming Meeks

R.I.P. Libel Insurance? **30**
by Carol E. Rinzler

DEPARTMENTS

NEWS OF THE WEEK **10**

Exports Rose 22.4% in 1987, Commerce Reports

Hachette to Buy Grolier for $450 Million

Waldenbooks Tests Three-Step Markdowns for Remainders

AAP Sales Report for February

CCC to Issue $1 Million In Royalties

McGraw-Hill Acquires Scientific Book Unit from Macmillan

London Book Fair: A Successful Encore

800 Crime Writers to Meet In New York

Canadian Gov't. Approves Penguin's Acquisition of NAL

Jewish Publication Society to Celebrate Its 100th Birthday

Linda Healey Joins FS & G

Cross Currents

Obituary Notes: Joseph T. Consolino, Grace Bechtold

TRADE NEWS **33**
New Books for Summer:
A look at the significant hardcover and paperback releases for June, July and August

BOOKSELLING **46**
School Daze: A *PW* Editor Goes to Bookselling School

AUDIO/VIDEO PLUS .. **53**
A View from Abridge:
How three bestselling novels were adapted for audio

PW INTERVIEWS **60**
Vicki Hearne

FORECASTS **62**
Fiction **62**
Nonfiction **68**
Paperbacks **75**

COLUMNS

Highlights 7
Calendar 8
People 22
Talk of the Trade 50
Religious Books 58
Rights 59
Index to Forecasts 83
Weekly Exchange 84
Paperback Bestsellers 88
Hardcover Bestsellers 90

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067); Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). **NON-U.S.A.** representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Hachette to Buy Grolier for $450 Million

In a deal valued at about $450 million, Grolier has agreed to be acquired by Hachette after France's largest communications company sweetened its first bid of $21 per share to $24.25 (News of the Week, Mar. 25).

"The combination of Hachette, which is the leading encyclopedia publisher in Europe, and Grolier will result in a company with the necessary critical mass to be a world-wide leader in this industry," said Jean-Claude Lattès, vice-president and director of Hachette's worldwide book publishing business.

Last year Hachette had sales of $3 billion; Grolier's were $424 million.

Hachette has agreed to sell Grolier's Childcraft Education Corporation, which sells educational toys through direct mail, to the Walt Disney Company for approximately $52 million. The divestment, which does not fit Hachette's core business, according to a spokesperson, led to rumors at the Bologna fair that Hachette would sell off the children's books operation of Franklin Watts, a subsidiary of Grolier. But the Hachette spokesperson said no further divestments were now planned.

Andrew J. Reinhart, Grolier's president and COO, said, "Hachette and Grolier together make a good match, and we are pleased that Hachette has told us that Grolier will continue as presently constituted. We look forward to working with them."

Waldenbooks Tests Three-Step Markdowns for Remainders

In a move aimed at making its remainder bookselling more efficient and profitable, Waldenbooks has begun a program to sell promotional and bargain books on a markdown basis.

Under the six- to 12-month test, the nearly 1100 Walden store managers will be able to order titles from a catalogue appearing every other month or from a "quick pick" list that will appear more frequently. Between 75 and 125 titles will be available from the two catalogues at any time. Categories include adult fiction and nonfiction, children's books and art books. Most titles will be hardcovers. All of Walden's remainder titles will be sold through this system. The books will be nonreturnable.

Once in the store, the books will be discounted at a rate the company has not disclosed. If after 60 days the book has not been sold, it will be reduced further. After another 30 days, it will be reduced again. The sticker on each bargain book will clearly show the series of markdowns.

Executives at remainder companies contacted by *PW* had positive reactions to the plan. The one who spoke for attribution, Richard DePass, president of Publishers Marketing Enterprises, called the implementation of the program "an extremely good step. It's a healthy way for a chain to handle remainders."

He noted, for example, that store managers "can buy titles of regional interest."

In discussing the reasons for the change in procedure, Susan Arnold, a public relations coordinator at Walden, stated that besides giving store managers "a choice," the program would address the problems of "increasing freight costs and store labor" associated with returning unsold remainder books. —JOHN MUTTER

AAP Sales Report for February

Category	% change, February	% change, YTD
Adult hardcover	11.3	-7.4
Adult paperback	2.8	10.4
Juvenile hardcover	12.8	20.6
Juvenile paperback	38.4	48.4
Univ. Pr. hardcover	11.2	11.3
Univ. Pr. paperback	11.1	13.7
Bibles, etc.	15.4	4.1
Mass market paperback	11.8	10.4
Book club	-17.3	-2.6
Mail order	-10.4	-9.4
Sci-tech	11.7	12.7
College texts	6.7	9.1
School texts	16.0	10.7

CCC to Issue $1 Million In Royalties

Approximately $1 million in royalty fees will be disbursed by the Copyright Clearance Center to more than 400 participating publishers. The distribution—the single largest in CCC's history—will complete payment for all copying reported by users of CCC's transactional reporting service during 1981, 1982 and the first half of 1983.

"This distribution of royalties signifies increasing compliance with U.S. copyright law," said W. Bradford Wiley, chairman of CCC's board and chairman also of John Wiley. "More and more corporations and others recognize the ease with which they can protect the intellectual property of copyright owners through their use of CCC's services."

Partial distributions against collections had been made earlier for 1981 and 1982. The majority of publishers to be paid have previously granted authorization for CCC to use monies collected to cover developmental and operating expenses. Authors share in the royalties in accordance with their individual agreements with publishers.

McGraw-Hill Gets Book Unit From Macmillan

McGraw-Hill, enhancing its list of science and professional titles, has acquired the scientific and technical book unit of Macmillan's college division. Financial terms were not disclosed.

Joseph L. Dionne, president and chief executive officer of McGraw-Hill, said, "This acquisition fits in with our strategic thrust to develop McGraw-Hill's global scientific and technical publishing capabilities." According to the company, the books will be incorporated into McGraw-Hill's college, professional and international group and marketed domestically and internationally.

The book unit acquisition includes more than 200 electrical engineering, computer science and life science titles directed toward upper-level university, graduate and professional markets. The titles acquired in the engineering and computer science fields include optics and mainframe IBM software engineering. In the scientific field, titles include biotechnology, genetics, ecology, chemistry, biochemistry, plant pathology and agriculture.

5/20/88 C1852-2

Americans at Bologna: Weak Dollar, Strong Sales
A Blast from the Past: Publishers' Postcards
Books for Architects • Maurice Sendak: Art & Music

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MAY 20, 1988 $2.50

Knopf

FALL 1988

************** 5-DIGIT 20814
SAMPLE 6 XB 0637
PW LNG1ESS520J069
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

Anne Tyler

BREATHING LESSONS

Her new novel—her first since her enchanting and universally praised *The Accidental Tourist**—is pure essence of Tyler: profoundly moving *and* profoundly funny. And certain to be her third consecutive coast-to-coast bestseller. September, $18.95

She drives us from Baltimore to Deer Lick, Pa., and back with (impetuous) Maggie and (infallible) Ira—married 28 years—and we discover everything there is to know about a marriage.

A Book-of-the-Month Club Main Selection

Susan Howatch

GLAMOROUS POWERS

The strongest novel she has yet given her huge and devoted audience—a spellbinding novel of spiritual crisis and worldly entanglement. The story of a clergyman whose dazzling psychic powers put at risk his integrity, his career, his marriage, his life. The second book in the extraordinary sequence of novels that began with *Glittering Images.* November, $18.95

Andrew Vachss

His BURKE is back in BLUE BELLE

To the exclusive company of the great hard-boiled detectives—Sam Spade of San Francisco and Philip Marlowe of L.A.—Andrew Vachss has added an unmistakable peer: Burke. The ex-con/scam artist/private eye who surfaced memorably in *Flood* and *Strega*, and whose turf is the dark and violent underworld of New York City, is the toughest of them all—and he proves it in the amazing *Blue Belle,* Vachss' most galvanizing, most explosive and shocking novel to date. September, $15.95

---

*The Warner Bros. movie starring William Hurt and Kathleen Turner opens before Christmas.

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 233 NUMBER 20
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MAY 20, 1988

PUBLISHER
Neil A. Perlman
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Ellen Mangin
SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*
SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Sybil Steinberg *Fiction, Interviews*
ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*
ART DIRECTOR
Maureen Gleason
COPY EDITOR
Robin Lenz
RESEARCH LIBRARIAN
Miriam E. Phelps
EDITORIAL ASSISTANT
Olivier David
ADMINISTRATIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler
INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
Sally Taylor *Far East*
CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth *Midwest*
DIRECTOR OF THE ART DEPARTMENT
Barrie Stern
DIRECTOR OF PRODUCTION
Robert Elder
SENIOR PRODUCTION EDITOR
Nancy Brown
PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian
ADVERTISING PRODUCTION MANAGER
Lorena Parrish
ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell
ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson
ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo
DIRECTOR, ADVERTISING SALES
Alan Schlanger
CLASSIFIED ADVERTISING MANAGER
Frieda Johnson
PUBLISHING MARKETPLACE MANAGER
Jane Belostock
CIRCULATION DIRECTOR
Joan Roman
CIRCULATION MANAGER
Christine Duffy

FEATURES

Publishing Postcards 28
By Ken Lang and Carol Rinzler

The House That Newhouse Built 31
In 10 years Victoria Newhouse's Architectural History Foundation has become preeminent in its field *by Thomas Weyr*

Fourth Quarter Sales: 1987 Strongest Year Since '83 52
By John P. Dessauer

DEPARTMENTS

NEWS OF THE WEEK 16
AAP Fights Proposal for Interstate Sales Tax
Book Wholesaler Wins RICO Suit Against Paperback Exchange
Cheever's Widow Sues to Stop Academy's *Uncollected Stories*
G+W and Western End Talks
Nina King Named Editor of *Washington Post Book World*
Dark Horse Wins Fiction Prize In Bay Area Awards
PEN Gala Raises $350,000
Board Approves Josephson-ICM Buy-Out
Esposito Leaves S & S to Head Random House Reference Div.
On British Coattails, U.S. Authors Shown at Paris Fair
Bid to Drop USPS from Federal Budget Threatens Book Rates
Hachette Interested in Salvat
Weak Dollar No Barrier To Business at Bologna
Children's Bestseller List

CHILDREN'S BOOK SCENE 34
Bologna at 25: More Vital Than Ever

TRADE NEWS 48
'Jacket Is Overture': The musical achievement of Maurice Sendak's *Dear Mili*

BOOKSELLING 53
Recipe for a City Bookfair: Around the country, festivals are raising the visibility of books

BOOK DESIGN & MANUFACTURING 59
Graph Expo Offers Exciting New Products for Publishers

PW INTERVIEWS 65
Gail Sheehy

FORECASTS.............. 67
- Fiction 67
- Nonfiction 73
- Paperback Books 80
- Children's Books 90

COLUMNS

Highlights 11
Letters 12
Calendar 12
People 27
Rights 47
My Say: *Richard Koffler* ... 57
Southern Spotlight 64
Index to Forecasts.......... 96
Weekly Exchange 100
Paperback Bestsellers ... 104
Hardcover Bestsellers ... 106

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

THE DESSAUER REPORT

BY JOHN P. DESSAUER

Fourth Quarter Sales: 1987 Strongest Year Since '83

Although Professional Books and some consumer categories fell off the pace established in the third quarter, fourth-quarter gains in textbook sales compensated sufficiently for the slackening to make last year the book industry's best since 1983. While most product sectors contributed to the general achievement, Trade Books and Book Clubs showed particular strength. Mass Market Paperbacks and College Texts posted unit gains exceeding those of 1983. However, Mail Order Publications appeared to be still struggling. Among the market sectors, General Retailers were again in the lead, with College Stores and Direct to Consumer sales in second and third place.

Like all my quarterly reports, this estimate is derived from the Book Industry Trends database, maintained by the Book Industry Study Group. The program monitors industry sales from U.S. Census and other government data as well as reports from AAP and other industry-sponsored statistical surveys. ☐

ESTIMATED PUBLISHERS' NET BOOK SALES—FOURTH QUARTER 1987

Millions of Dollars and Units

	Oct.–Dec. 1987		Oct.–Dec. 1986		Percent Change		Jan.–Dec. 1987		Jan.–Dec. 1986		Percent Change	
	Dollars	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**
Trade	987.9	206.98	816.1	193.46	21.0	7.0	3,537.6	767.61	2,979.2	731.48	18.7	4.9
Adult Hardbound	519.0	72.12	409.3	62.42	26.8	15.5	1,911.8	278.01	1,607.9	257.81	18.9	7.8
Adult Paperbound	267.7	60.74	225.9	59.32	18.5	2.4	946.8	230.51	802.4	228.76	18.0	0.8
Juvenile Hardbound	129.4	36.03	126.8	36.09	2.1	(0.2)	456.9	128.64	391.5	112.77	16.7	14.1
Juvenile Paperbound	71.7	38.09	54.2	35.62	32.2	6.9	222.1	130.46	177.4	132.14	25.2	(1.3)
Religious	217.2	39.21	205.4	42.28	5.7	(7.3)	720.3	138.17	684.8	151.12	5.2	(8.6)
Hardbound	154.2	17.64	145.1	19.04	6.3	(7.4)	511.9	62.56	483.8	68.52	5.8	(8.7)
Paperbound	63.0	21.57	60.3	23.24	4.4	(7.2)	208.4	75.61	201.0	82.60	3.7	(8.5)
Professional	786.5	53.21	796.2	54.94	(1.2)	(3.2)	2,720.6	187.45	2,533.7	177.57	7.4	5.6
Hardbound	517.7	17.08	529.2	18.55	(2.2)	(7.9)	1,783.6	60.62	1,684.2	60.94	5.9	(0.5)
Paperbound	268.8	36.13	266.9	36.39	0.7	(0.7)	937.0	126.83	849.5	116.63	10.3	8.7
Book Club	172.9	27.27	155.6	27.28	11.1	(0.0)	645.7	106.23	573.3	107.37	12.6	0.8
Hardbound	144.6	10.81	129.3	10.66	11.8	1.3	540.2	42.35	476.4	41.43	13.4	2.2
Paperbound	28.3	16.47	26.3	16.62	7.5	(0.9)	105.4	63.87	96.9	63.94	8.8	(0.1)
Mail Order Publications	117.8	24.02	127.6	25.47	(7.7)	(5.7)	587.2	118.45	580.2	114.59	1.2	3.2
Mass Market Paperbacks	207.7	122.89	208.6	127.17	(0.4)	(3.4)	1,013.9	607.13	936.2	573.00	8.3	6.0
University Presses	43.5	3.95	40.8	4.23	6.5	(6.7)	120.6	10.43	112.7	11.27	7.0	(7.5)
Hardbound	28.0	1.25	26.6	1.37	5.4	(8.8)	87.0	4.17	81.9	4.59	6.2	(9.1)
Paperbound	15.5	2.70	14.3	2.86	8.8	(5.6)	33.6	6.26	30.8	6.68	9.1	(6.4)
Elhi Text	269.1	32.63	240.8	33.86	11.8	(3.7)	1,684.3	218.99	1,581.8	241.78	6.5	(9.4)
Hardbound	153.4	12.96	136.9	13.07	12.0	(0.8)	962.1	86.26	899.2	91.78	7.0	(6.0)
Paperbound	115.8	19.67	103.9	20.80	11.4	(5.4)	722.2	132.73	682.6	150.00	5.8	(11.5)
College Text	543.0	34.73	467.6	34.50	16.1	(0.7)	1,679.3	123.50	1,550.8	117.81	8.3	4.8
Hardbound	460.1	23.58	394.0	23.13	16.8	1.9	1,422.9	84.29	1,306.6	79.45	8.9	2.2
Paperbound	83.0	11.15	73.6	11.36	12.7	(1.9)	256.4	39.21	244.2	38.36	5.0	2.2
Subscription Ref.	63.3	0.15	61.1	0.15	3.7	(1.8)	216.2	0.53	215.8	0.56	0.2	(5.2)
Total	3,408.9	545.05	3,119.8	543.35	9.3	0.3	12,925.7	2,278.49	11,748.5	2,226.55	10.0	2.4

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—FOURTH QUARTER 1987

Millions of Dollars and Units

	Oct.–Dec. 1987		Oct.–Dec. 1986		Percent Change		Jan.–Dec. 1987		Jan.–Dec. 1986		Percent Change	
	Dollars	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**
General Retailers	2,625.0	376.46	2,327.4	358.45	12.8	5.0	7,475.3	1,110.25	6,574.6	1,051.43	13.7	5.6
College Stores	464.9	41.14	432.9	39.56	7.4	4.0	3,001.9	269.92	2,769.3	257.33	8.4	4.9
Libraries & Institutions	348.1	22.57	347.8	24.45	0.1	(7.7)	1,434.0	96.72	1,337.7	98.17	7.2	(1.5)
Schools	452.2	52.51	404.1	53.95	11.9	(2.7)	1,949.3	242.13	1,828.6	263.84	6.6	(8.2)
Direct to Consumer	837.0	95.89	782.8	96.30	6.9	(0.4)	2,392.7	283.88	2,211.4	282.47	8.2	0.5
Other	15.9	6.14	18.2	7.63	(12.8)	(19.5)	302.8	121.83	269.4	117.88	12.4	3.4
Total	4,743.1	594.70	4,313.3	580.34	10.0	2.5	16,556.1	2,124.72	14,991.0	2,071.12	10.4	2.6

5/25/88 C1852-2

The Dynamic Early Years of Delacorte Press

Story Behind the Book: 'Capote' • The Independent Dealer Network

Presidio Press: Taking Off from a Military Base

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MAY 27, 1988 $2.50

PERFECT WOMEN
COLETTE DOWLING
AUTHOR OF THE CINDERELLA COMPLEX
A BESTSELLING SEASON FROM SUMMIT
S
ADAM SMITH
author of Supermoney, The Money Game and Paper Money
The ROARING EIGHTIES
ANNA FREUD
A Biography
YOUNG-BRUEHL
AND IT CONTINUES...

*************** 5-DIGIT 20814
PW LNG1ESS520J069 SAMPLE 6 XB 0639
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

PERFECT WOMEN
COLETTE DOWLING
AUTHOR OF THE CINDERELLA COMPLEX
ANNA
A Biography
FREUD
ELISABETH YOUNG-BRUEHL
ADAM SMITH
author of Supermoney, The Money Game, and Paper Money
The ROARING EIGHTIES

The new bestseller by the author of *The Cinderella Complex.*

• Major National Advertising • 20-City Author Publicity Tour • Book-of-the-Month Club Featured Alternate

September • $18.45/95 • ISBN 0-671-54747-X

The first full-scale biography of the creator of child analysis and daughter of Sigmund Freud.

• Major National Advertising
• Author Publicity

October • $22.45/95 • ISBN 0-671-61696-X

An entertaining and eye-opening trip through the "greed decade" with the host of "Adam Smith's Money World" and bestselling author of *The Money Game.*

• Major National Advertising
• 10-City Author Publicity Tour

November • $18.45/95 • ISBN 0-671-44788-2

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-9067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 233 NUMBER 21
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MAY 27, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Ellen Mangin

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*
Allene Symons *Bookselling, Marketing*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Olivier David

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
Sally Taylor *Far East*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Delacorte Press: Now—and Then 19
After a spectacular start 25 years ago, Dell's hardcover house is still spinning bestsellers
By Carolyn Anthony

DEPARTMENTS

NEWS OF THE WEEK 16
House Votes Unanimously to Join Berne Convention
Financier Controls Mondadori; Head of Book Unit Forced Out
Lynx: A New Breed
Lou Wolfe and Mike Fine offer their first list—and plans for expansion
Price Tags with All Those Zeros: Are They Good for the Industry?

TRADE NEWS 23
Capote: A Biography
Gerald Clarke talks about his book on Truman Capote
Hardcover Books: Delta Fiction Program Being Started as Part of Delta Face-Lift
Paperback Books: First Novel About Hasidic Jews Coming from Warner Books

BOOKSELLING 28
The Independent Dealer Network: Ed Morrow, ABA president-elect, outlines a plan for supporting the independents
Sales and Distribution

AUDIO/VIDEO PLUS .. 39
Dove, Warner Form Partnership
A Publisher and Printer Launch a Turnkey System for Audio

PW INTERVIEWS 42
Raymond Carver

FORECASTS 45
Nonfiction 45
Fiction......................... 48
Paperbacks 54

COLUMNS

Highlights 7
Calendar.................... 8
People 17
Rights 18
West Watch 26
Talk of the Trade 27
Religious Books 36
Religious Publishing 37
Weekly Exchange 60
Paperback Bestsellers...... 64
Hardcover Bestsellers...... 66

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6800) Lynn Myers (212-463-6811). MIDWEST: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); SOUTH: Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-8872). WEST: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

HIGHLIGHTS

Late Bulletin

Bass Bids for Macmillan

The Texas investor Robert Bass has offered $64 a share, or $1.5 billion, to acquire the independent publisher. Bass, who owns 9.1% of the company, said his bid was "intended to be consensual and is conditioned upon the approval of the board of directors."

House Votes to Join Berne

The House of Representatives has given unanimous approval for the United States to adhere to the Berne Copyright Convention—a fact that is seen as a major boost for development of a compromise with the Senate, where some opposition is expected based on objections from the Register of Copyrights. *Page 10*

Soaring Advances: Book People Speak

The recent $10 million-plus deal with Mary Higgins Clark for four books has touched off a new round of soul-searching among publishers. Is too much being paid to too few authors—and with what ultimate consequences? A number of leading publishers and agents give their views. *Page 12*

Battle for Control of Mondadori

An Italian financier, Carlo De Benedetti, has taken control of the giant Mondadori book and press group, Italy's largest, after a bitter board meeting that pitted two rival family units against each other and ended in the ousting of minority shareholder Leonardo Mondadori, publisher of the book division. *Page 10*

AAP Sales Report for March

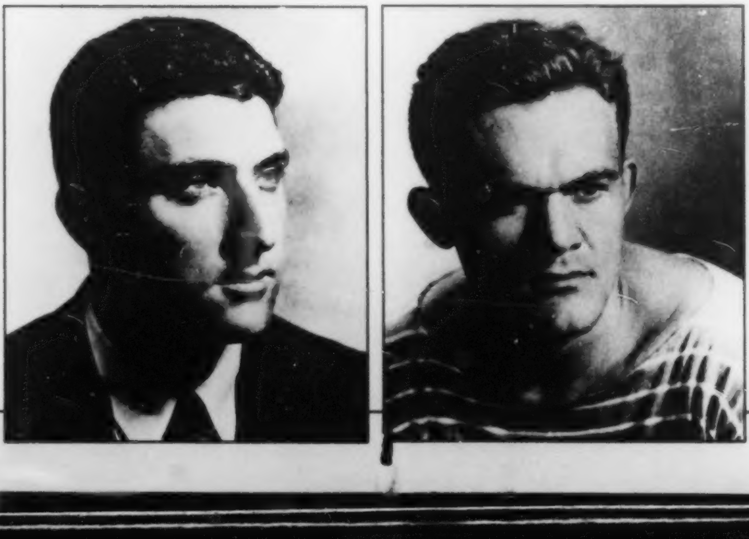
Category	% change, March	% change, YTD
Adult hardcover	24.1	4.6
Adult paperback	36.1	18.4
Juvenile hardcover	11.8	17.1
Juvenile paperback	45.8	38.9
Univ. Pr. hardcover	34.5	18.3
Univ. Pr. paperback	38.7	17.7
Bibles, etc.	17.6	15.3
Mass market paperback	2.1	6.9
Book club	6.6	0.7
Mail order	15.6	-0.7
Sci-tech	8.1	9.9
College texts	-10.1	2.5
School texts	4.0	6.2

Capote Biographer Tells All

Gerald Clarke, author of a major new biography of Truman Capote, just published by Simon & Schuster, describes the problems and rewards of dealing with a subject who would often interrupt him in his work. *Page 23*

Call to Nurture the Independents

Edward Morrow, president-elect of the American Booksellers Association, calls on publishers to develop a coherent strategy of support for a core group of 300 or so independent booksellers who are key to the success of a huge range of books in the marketplace. *Page 28*



***Late bestselling novelists** Irwin Shaw (l.) and James Jones were a great deal younger when, early in the 1960s, the fledgling Delacorte Press lured them away from their former publishers. For a story on the house's early days, see page 19*

6/15/88 C1852-2

Computer Books: A New, Streamlined Market
First Publishing: Ambitious Plans in Graphic Books
A New Production Use for CD-ROM • Index to May Forecasts

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* JUNE 17, 1988 $2.50

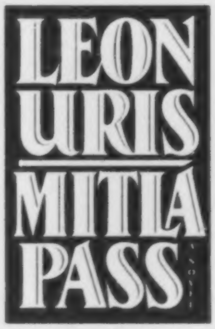
************* 5-DIGIT 20814
SAMPLE 6 XB 1735
PW [redacted] 520J069
JEANN NG
CONGRES ONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

YOU CAN READ

ALEX GOTFRYD

To be the first Jew in centuries to write about Jews as warriors was more than an obsession. It was life itself. Even the madness of my affair with Natasha was controllable. Or so I led myself to believe. —from MITLA PASS

Main Selection of the Literary Guild • Main Selection of the Doubleday Book Club • 300,000 copy first printing • National advertising • National author publicity • 16-copy floor display: Z24855-5



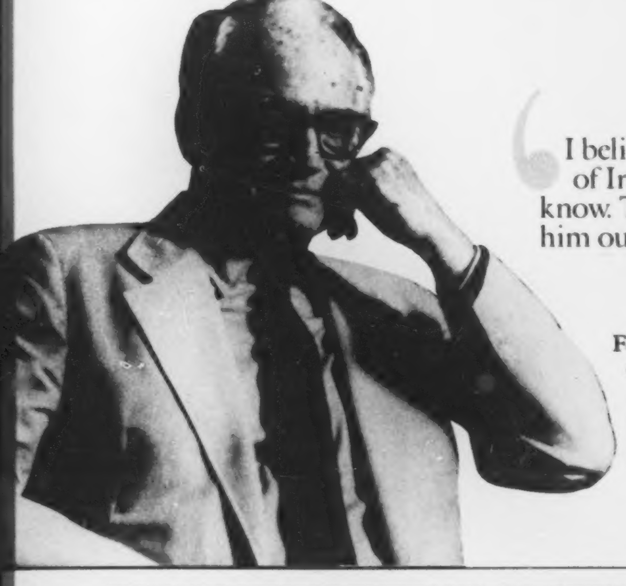
November/18792-0/ $19.95/$26.95 Can.

THE
COURTYARD
ARKADY LVOV

October/23113-X/ $21.95/$28.95 Can.

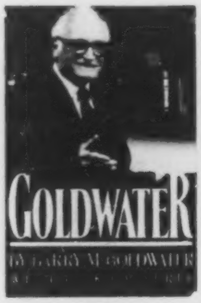
If you don't like the way he does his job, inform the proper people. But you must not take matters into your own hands: the Soviet system is powerful enough to rap any knuckles that need rapping. —from THE COURTYARD

ALEX GOTFRYD



I believe Reagan did know of the diversion of Iranian funds to the Contras. He had to know. The White House explanation makes him out to be either a liar or incompetent. —from GOLDWATER

Featured Selection of the Book of the Month Club • 100,000 copy first printing • National advertising • National author publicity



October/23947-5/ $21.95/$28.95 Can./ 27 b&w photos

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 233 NUMBER 24
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
JUNE 17, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

SENIOR EDITORS
Madalynne Reuter *News*
Genevieve Stuttaford *Forecasts*

SENIOR ASSOCIATE EDITORS
William Goldstein *Trade News*
Penny Kaganoff *Paperbacks*
John Mutter *Bookselling*
Diane Roback *Children's Books*
Sybil Steinberg *Fiction, Interviews*

ASSISTANT EDITORS
Maureen J. O' Brien *Trade News, Bookselling*
Calvin Reid *News, People*

ART DIRECTOR
Maureen Gleason

COPY EDITOR
Robin Lenz

RESEARCH LIBRARIAN
Miriam E. Phelps

EDITORIAL ASSISTANT
Olivier David

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler, Allene Symons

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
Sally Taylor *Far East*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

SENIOR PRODUCTION EDITOR
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes, Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Computer Publishing Redux 31

The field that was so crowded four years ago has now thinned to a group of strongly focused houses with carefully targeted books *by Carolyn Anthony*

DEPARTMENTS

NEWS OF THE WEEK . 11

FTC Begins Investigation of Six Major Publishers

Macmillan and Bass Group Sue Each Other

Free Trade Amendment Would Ease Access to Canada's 'Cultural' Firms

George Craig Named President And CEO of Harper & Row

McGraw-Hill Sells Joint Venture Publisher to Japanese Partner

Britain Vehemently Debates Future of Net Book Agreement

People for American Way Fund Suit Against FBI Library Informant Plan

Cross Currents

June 28 Seminar Will Examine Book Industry Trends

Obituary Notes: Adam Jacobs, Larry W. Carter, Harold Gordon

TRADE NEWS 41

Hardcover Books: Library of America Joins Celebration of O'Neill Centennial

Harmony Acquires Next Mystery Novel by Barbara Vine

Salem House Plans 'Yes Minister' Sequel for Fall

Studio Books, Retired in 1983, Back as an Imprint at Viking Penguin

Paperback Books: Spy Books Imprint Started at Dolphin/Doubleday

Tickle and Peachtree Announce New Book and New Imprint

NAL Series Edited by Michele Slung Eyes 'Forgotten' Fiction By American Women

BOOK DESIGN & MANUFACTURING 45

Bowker Uses New Reformatting Method on Major Projects

Kingsport's New Casing-In Line Slices Makeready 50%

Manufacturing Front

PW INTERVIEWS 50

Robert Littell

FORECASTS 52

Nonfiction 52

Fiction......................... 56

Paperbacks 62

COLUMNS

Highlights 9

Letters 10

Calendar.................... 10

People 19

Talk of the Trade 37

Rights 38

Southern Spotlight 39

Letter from the Midwest ... 40

My Say: *Richard Cohen* 49

Index to Forecasts 69

Weekly Exchange 73

Paperback Bestsellers 76

Hardcover Bestsellers 78

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

THE GALLUP SURVEY

Who Buys Computer/Reference Books?

BY LEONARD A. WOOD

In a typical week, it seems that nearly everyone has occasion to "look it up"—in a dictionary, thesaurus, encyclopedia, instruction manual or computer book—so it is not surprising that, over the years, books of this type have consistently been the most popular category of nonfiction. In 1987 nearly one in five of all nonfiction book purchases (18%) were described as reference/instruction/computer books, a ratio consistent with that observed in previous years.

Whereas the largest proportion of overall book buyers are women, the reference/instruction/computer book consumers are primarily men (Table 1).

The concentration of 35–49-year-olds is even greater among reference/instruction/computer book buyers than among overall buyers, as is that of the college educated and those with higher incomes.

Reference/instruction/computer books purchased in 1987 were nearly evenly distributed between the hardback (49%) and paperback (51%) formats, in contrast to all book categories purchased last year, where paperbacks clearly dominated hardbacks. Regardless of the format, reference/instruction/computer books tend to be more expensive than average—in 1987, an average of $18.30, 10% more than the overall hardback average of $16.70. There is an even more startling disparity in paperback prices.

Bookstores are the major source of most purchases. However, mail order, either through a book club or some other source, is the purchase point for more than one in five reference books (22%), compared to only one in eight of books overall (13%) (Table 2).

NOTE: Results are based on 10,180 telephone interviews conducted among a nationally representative sample of adults age 18 and older througout 1987.

TABLE 1

CONSUMER PROFILES

	Total Book Buyers	Reference/ Instruction/Computer
	%	%
Sex		
Male	44	53
Female	56	47
Age		
18–24 years	16	10
25–34 years	27	25
35–49 years	31	39
50 and older	25	26
Education		
College	60	72
High school	31	22
Non-high school	8	6
Annual Household Income		
$30,000 or more	46	57
$20,000–$29,999	20	17
$10,000–$19,999	15	12
Under $10,000	6	5
Books Purchased in Past 3 Months		
1–2	16	13
3–4	20	19
5 or more	62	67
Region		
East	26	24
Midwest	24	26
South	26	23
West	24	27

TABLE 2

RETAIL OUTLETS

	Total Books	Reference/ Instruction/Computer
	%	%
Bookstore	55	58
Book club	7	12
Mail order	6	10
Department/Discount	9	5
Supermarket/Grocery	8	3
Drug store	3	2
Newsstand	1	1

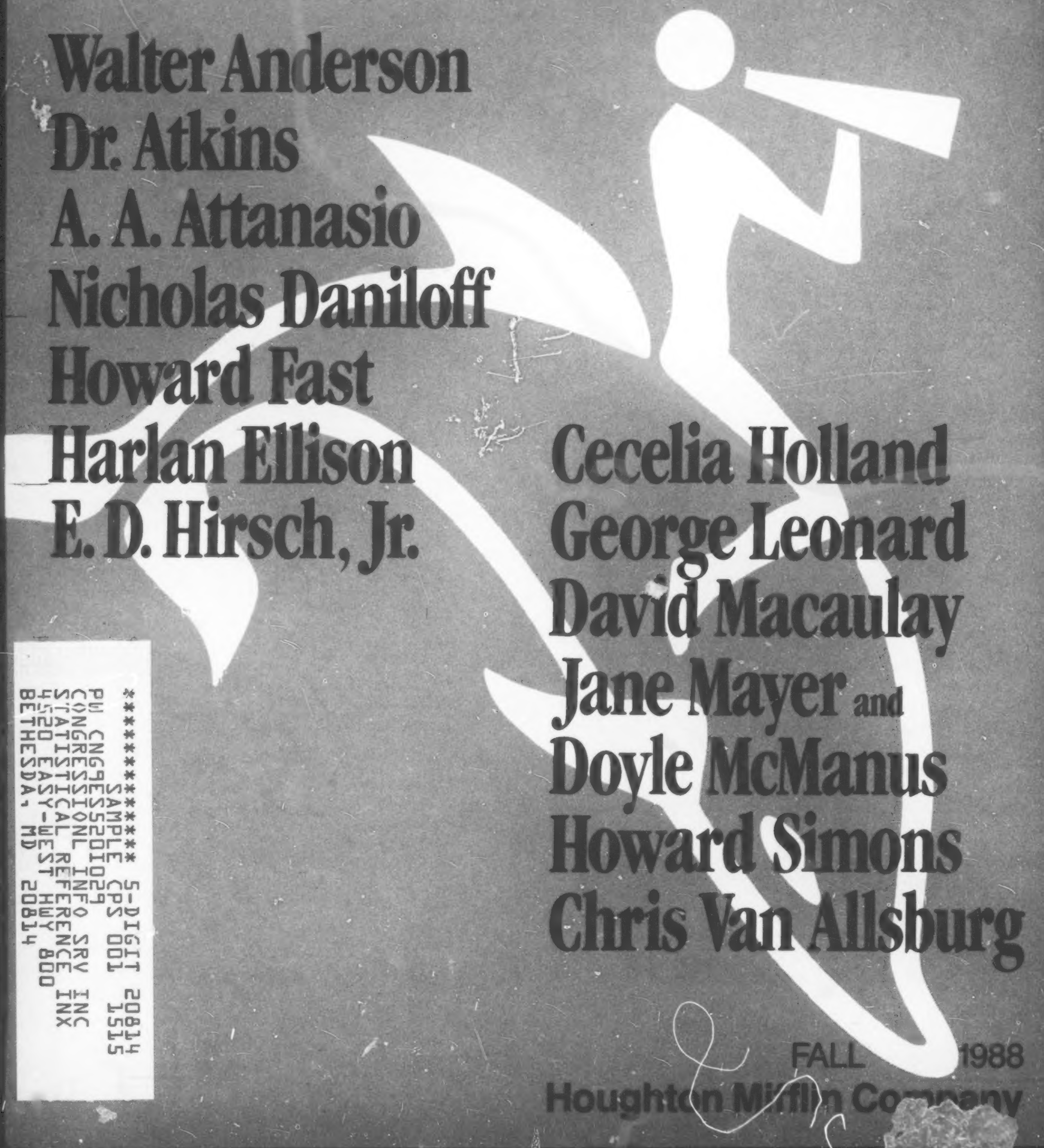
6/30/88 C1852-2A

BEST SELLER DISPLAY POSTER INSIDE

Professional Publishing: Reaching Out to a Trade Market
Sci-Tech in Russia and Asia • Classics on Audio Reviewed
First-Quarter Sales • Electronic Systems in the Book World

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING JULY 1, 1988 $2.50



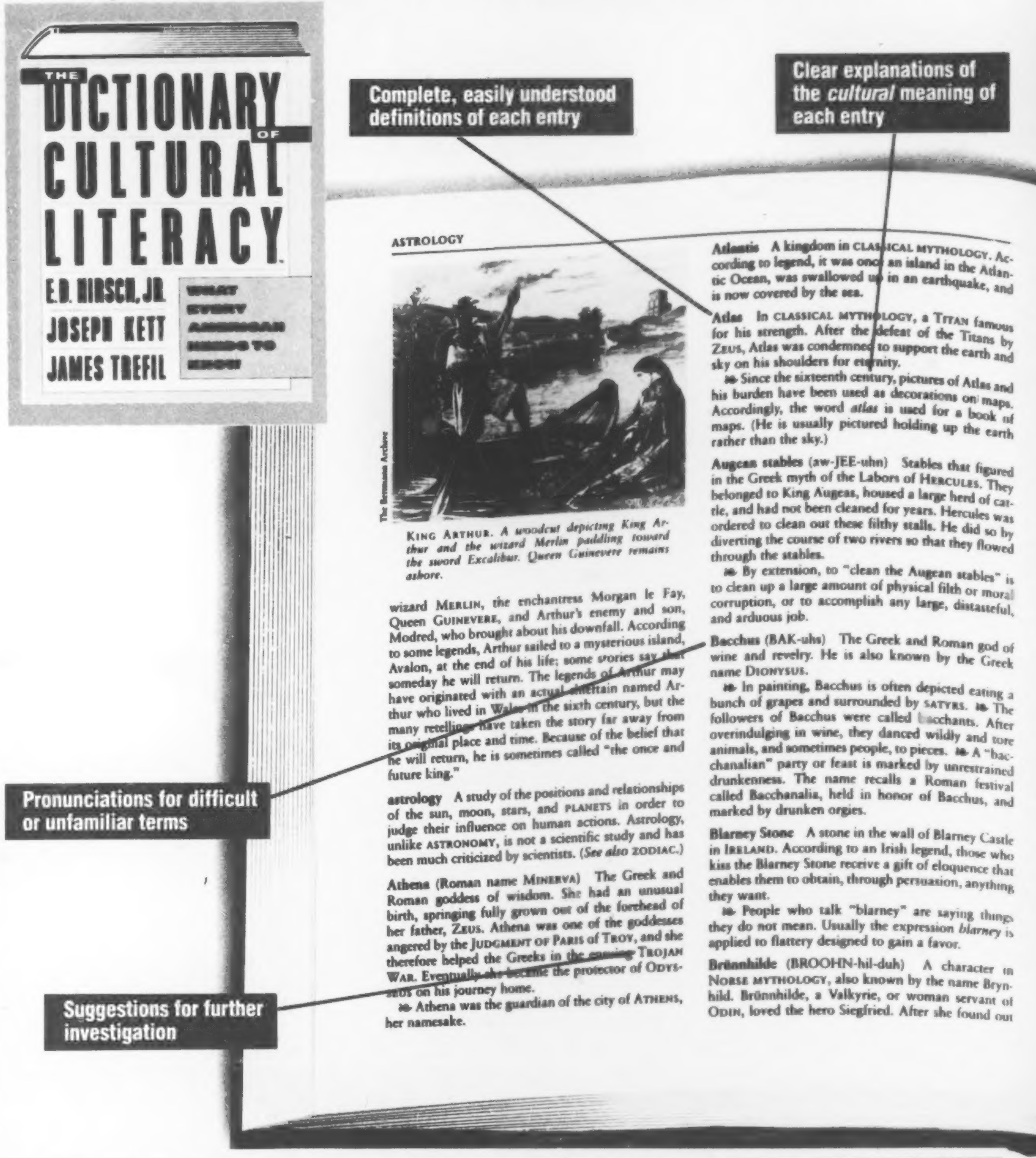
Walter Anderson
Dr. Atkins
A. A. Attanasio
Nicholas Daniloff
Howard Fast
Harlan Ellison
E. D. Hirsch, Jr.

Cecelia Holland
George Leonard
David Macaulay
Jane Mayer and
Doyle McManus
Howard Simons
Chris Van Allsburg

************ 5-DIGIT 20814
SAMPLE CPS 001 1515
PW CNG9ES52O1029
CONGRESSIONL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814

FALL 1988
Houghton Mifflin Company

Last year, a bestseller called Cultural Literacy raised a lot of important questions. This year's bestseller has all the answers.


THE DICTIONARY OF CULTURAL LITERACY
E.D. HIRSCH, JR.
JOSEPH KETT
JAMES TREFIL
WHAT EVERY AMERICAN NEEDS TO KNOW
Complete, easily understood definitions of each entry
Clear explanations of the *cultural* meaning of each entry
Pronunciations for difficult or unfamiliar terms
Suggestions for further investigation

ASTROLOGY

The Bettmann Archive

King Arthur. *A woodcut depicting King Arthur and the wizard Merlin paddling toward the sword Excalibur. Queen Guinevere remains ashore.*

wizard Merlin, the enchantress Morgan le Fay, Queen Guinevere, and Arthur's enemy and son, Modred, who brought about his downfall. According to some legends, Arthur sailed to a mysterious island, Avalon, at the end of his life; some stories say that someday he will return. The legends of Arthur may have originated with an actual chieftain named Arthur who lived in Wales in the sixth century, but the many retellings have taken the story far away from its original place and time. Because of the belief that he will return, he is sometimes called "the once and future king."

astrology A study of the positions and relationships of the sun, moon, stars, and planets in order to judge their influence on human actions. Astrology, unlike astronomy, is not a scientific study and has been much criticized by scientists. (*See also* zodiac.)

Athena (Roman name Minerva) The Greek and Roman goddess of wisdom. She had an unusual birth, springing fully grown out of the forehead of her father, Zeus. Athena was one of the goddesses angered by the Judgment of Paris of Troy, and she therefore helped the Greeks in the ensuing Trojan War. Eventually she became the protector of Odysseus on his journey home.

❧ Athena was the guardian of the city of Athens, her namesake.

Atlantis A kingdom in classical mythology. According to legend, it was once an island in the Atlantic Ocean, was swallowed up in an earthquake, and is now covered by the sea.

Atlas In classical mythology, a Titan famous for his strength. After the defeat of the Titans by Zeus, Atlas was condemned to support the earth and sky on his shoulders for eternity.

❧ Since the sixteenth century, pictures of Atlas and his burden have been used as decorations on maps. Accordingly, the word *atlas* is used for a book of maps. (He is usually pictured holding up the earth rather than the sky.)

Augean stables (aw-JEE-uhn) Stables that figured in the Greek myth of the Labors of Hercules. They belonged to King Augeas, housed a large herd of cattle, and had not been cleaned for years. Hercules was ordered to clean out these filthy stalls. He did so by diverting the course of two rivers so that they flowed through the stables.

❧ By extension, to "clean the Augean stables" is to clean up a large amount of physical filth or moral corruption, or to accomplish any large, distasteful, and arduous job.

Bacchus (BAK-uhs) The Greek and Roman god of wine and revelry. He is also known by the Greek name Dionysus.

❧ In painting, Bacchus is often depicted eating a bunch of grapes and surrounded by satyrs. ❧ The followers of Bacchus were called bacchants. After overindulging in wine, they danced wildly and tore animals, and sometimes people, to pieces. ❧ A "bacchanalian" party or feast is marked by unrestrained drunkenness. The name recalls a Roman festival called Bacchanalia, held in honor of Bacchus, and marked by drunken orgies.

Blarney Stone A stone in the wall of Blarney Castle in Ireland. According to an Irish legend, those who kiss the Blarney Stone receive a gift of eloquence that enables them to obtain, through persuasion, anything they want.

❧ People who talk "blarney" are saying things they do not mean. Usually the expression *blarney* is applied to flattery designed to gain a favor.

Brünnhilde (BROOHN-hil-duh) A character in Norse mythology, also known by the name Brynhild. Brünnhilde, a Valkyrie, or woman servant of Odin, loved the hero Siegfried. After she found out

---

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 1
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
JULY 1, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Assistant Managing Editor Robin Lenz

DEPARTMENT EDITORS
News Editor Madalynne Reuter
Associate Editor Calvin Reid
Trade News Editor William Goldstein
Bookselling Editor John Mutter
Associate Editor Maureen J. O'Brien
Children's Book Editor Diane Roback

FORECASTS EDITORS
Editor & Nonfiction Editor
Genevieve Stuttaford
Fiction & Interviews Editor Sybil Steinberg
Paperbacks Editor Penny Kaganoff
Editorial Assistant Olivier David

ART DIRECTOR
Maureen Gleason

RESEARCH LIBRARIAN
Miriam E. Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Allene Symons, Paul Sweeting, John Zinsser

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman *Paris*
Vivienne Menkes *London*
Sally Taylor *Far East*

CORRESPONDENTS
Howard Fields *Washington*
Lisa See *Los Angeles*
Beverley Slopen *Toronto*
Bob Summer *Southeast*
Tim Unsworth *Midwest*

DIRECTOR OF THE ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown Berkeley

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANAGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Bringing Professional Books to the Trade 21
Discount strategies, editorial engineering and marketing verve are getting books for professionals into the trade
By Michael Coffey

Perestroika and Me 30
A technical publisher assesses the new atmosphere in the Soviet book world
By William Begell

The Asian Marketplace 35
By Sally Taylor

DEPARTMENTS

NEWS OF THE WEEK 16
Judge Defines 'Publication Date' in 'Red October' Case
Midwest Booksellers Fear Effects of Drought
House Votes Funding for Nonprofit Mail, Education
AAP Sales Report for April
Octopus Group to Introduce Mass Market Line in Spring
Printing Industry Launches Campaign for Literacy
Cross Currents
Obituary Notes: Paul Fritz

BOOKSELLING 38
R Books and Ojo de Dios Books
Two Los Alamos independents find their scientific niche

TRADE NEWS 41
'A Voice from the Sixties': Looking back, Richard Goodwin finds himself remembering an America yet to be

A List of 1988 Books on the Kennedys

AUDIO/VIDEO PLUS .. 45
Audio Publishers Inching Toward Greater Cooperation
Dove Eying Quick Turnaround Time on Hawking's Bestseller
Vestron Video to Release Geographic Special Prior to Airing
Category Closeup
Round-Up for Classics

BOOK DESIGN & MANUFACTURING 52
Book Publishers—Orphans Of Electronic Publishing
Manufacturing Front

PW INTERVIEWS 58
Ishmael Reed

FORECASTS 60
Nonfiction 60
Fiction........................ 65
Paperbacks 70

COLUMNS

Highlights 13
Calendar.................... 14
Rights 44
Dessauer Report 56
Talk of the Trade 57
Weekly Exchange 75
Paperback Bestsellers 80
Hardcover Bestsellers 82

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Midwest Booksellers Fear Effects of Drought

The driest spring since the Dust Bowl days of the 1930s has some Midwest booksellers praying for rain.

Ellie Potts, owner of the Prince & Pauper Bookstore, Rapid City, S.D., echoed the concern of many book retailers with stores in dry agricultural areas when she commented: "People in this community have to spend their money on their animals. That's the number-one priority. Anything else comes second to trying to keep the herds together and holding on to the farmland."

Similarly, Barb Borene, owner of Borene Bookstore in Willmar, Minn., said, "I think things are on the edge right now. Everything will depend on the weather. If we get a little bit of rain, enough to see the crops through, we'll be okay. I hope."

Dalton Reports Drop

While most booksellers contacted by *PW* reported that sales had not dropped so far, Mary Lilja, spokeswoman for B. Dalton Bookseller, stated that Dalton's regional managers in the farming areas of Minnesota, North Dakota, South Dakota and Iowa have indicated that business is down and fear a long-term effect in the drought areas.

"Rain brings farmers into malls," Lilja said. "It's cloudy today, and we're all keeping our fingers crossed."

As for business conditions, Potts in Rapid City said, "We really haven't seen a difference yet, but that's probably only because we're a tourism town near Mt. Rushmore so our summer sales are usually up." She noted, however, that the town is nonetheless dependent on its farmers and "I know we'll feel it here in the fall if the weather doesn't start changing."

Donna Henrich of the Bookseller in Cherokee, Iowa, stated that the drought "hasn't hurt the store . . . at least not yet."

If Rains Don't Come . . .

In the same vein, Edith Greenstone, a partner of Book People, Sioux City, Iowa, reported no decline in business so far. However, she said, "It's well over 100 degrees now and very uncomfortable. If the rains don't come soon, if the economy suffers, we all will suffer."

Already there have been declarations of emergency in the Midwest, the South and the Great Plains. Rains within the next few weeks could yet save summer crops, but meteorologists have no indication of whether such relief will come in time.

The Secretary of Agriculture, Richard E. Lyng, has declared 1000 counties in 21 states drought disaster areas. In addition to the lack of water, heat and wind—as in the Dust Bowl era—are damaging farms.

Henrich in Cherokee, Iowa, reported that her area has been "very, very lucky. Last week we got half an inch of rain, and we've had 3/10ths here and 5/10ths there practically every week for the past two months so we're hanging in there." Like many across the central part of the country, she says, "We've got our fingers crossed."

—JOHN MUTTER AND MAUREEN J. O'BRIEN

AAP Sales Report for April

Category	% change, April	% change, YTD
Adult hardcover	4.1	2.3
Adult paperback	-6.9	10.7
Juvenile hardcover	12.8	15.9
Juvenile paperback	21.0	31.9
Univ. Pr. hardcover	-3.4	12.8
Univ. Pr. paperback	-10.8	14.8
Bibles, etc.	-5.2	-7.0
Mass market paperback	21.2	11.4
Book club	12.6	3.8
Mail order	18.5	3.6
Sci-tech	-13.8	4.0
College texts	16.7	2.9
School texts	22.5	11.3

House Votes Funds for Nonprofit Mail and Education Progams

The House of Representatives voted 301–96 June 14 in favor of an appropriations bill that would give the U.S. Postal Service $436.4 million to subsidize nonprofit mail.

The figure, for fiscal year 1989 that begins October 1, is well below the current level of $535 million, but the Reagan administration had sought to eliminate the portion of the subsidy that allows books to be sent to and from libraries at less than cost.

In explaining the figure to his colleagues, Rep. Edward Roybal (D., Calif.), chairman of the appropriations subcommittee that handles postal matters, said, "This appropriation will permit the Postal Service to maintain current postal rates for preferred-rate mailers until the end of fiscal year 1989."

The administration had opposed the funding right up to the vote. It had asked that if there were to be any continuation of the funding, termed "revenue forgone," that it be held to the level appropriated for fiscal year 1987, or $350 million.

In its comments on the legislation, the administration called the revenue forgone "inappropriate subsidies for certain classes of mailers" and mentioned trade associations and others who qualify as nonprofit organizations that can use the subsidized postage rates.

Otherwise, little more was said during House debate on the "revenue forgone" subsidy, which even its supporters acknowledge is slipping into obscurity.

Education Appropriations

Following up on the authorization package it approved earlier this year, the House of Representatives appropriated billions of dollars for several education programs in the next fiscal year.

The appropriations bill, which goes to the Senate for action, earmarks $4.66 billion for elementary and secondary programs, $97.6 million more than the Reagan administration requested and $335.8 million more than appropriated for the current fiscal year that ends September 30.

In addition, the measure contains $142.6 million for federal library assistance, $66.6 million more than the president requested, and $7.5 million more than this year.

For vocational and adult education, which includes an increased emphasis on literacy programs, the bill appropriates $1.1 billion for the year beginning October 1. That is $60.8 million above the administration's request and $76.8 million more than this year.

Bilingual and immigrant education received $201.8 million in the measure, education for the handicapped $1.9 billion, and higher education $577.3 million. Student aid, which allows more students to attend college than otherwise could afford to enroll, is funded at $5.9 billion in the bill, an increase of $363 million over fiscal year 1988 funding.

Also included in the bill is $8.5 million for the Reading Is Fundamental inexpensive book distribution program, an increase of nearly $1 million over the current level. —HOWARD FIELDS

THE DESSAUER REPORT

BY JOHN P. DESSAUER

Heavy Returns Dampen First Quarter Sales

It was inevitable, after a banner year like 1987, that consumer sales growth would moderate. Still, the industry would have enjoyed a very impressive first quarter had not returns been exceptionally heavy in several key categories. According to AAP reports, first-quarter returns of Adult Hardbounds topped last year's levels by 19%, while those of Juvenile Paperbounds rose by 23%, those of Book Club by 39%, and Professional Book returns increased by 20%. As a result what would have been healthy increases for some of these categories became only moderate gains. Juvenile Paperbounds still led the industry in dollar sales growth, however, and Professional Books came back strong after a disappointing fourth quarter in 1987. On the other hand, Mail Order Publications still languished even though their returns rate declined. Juvenile Hardbounds led in unit sales gains, and Adult Paperbounds and University Presses also posted impressive increases.

ESTIMATED PUBLISHERS' NET BOOK SALES — FIRST QUARTER 1988

Millions of Dollars and Units

	1988 Jan.–Mar.		1987 Jan.–Mar.		% Change	
	$	#	$	#	$	#
Trade	986.8	204.09	867.3	193.54	13.8	5.4
Adult Hardbound	495.6	67.37	464.5	69.16	6.7	(2.6)
Adult Paperbound	271.8	59.64	226.1	57.14	20.2	4.4
Juvenile Hardbd.	148.3	41.07	125.5	35.53	18.2	15.6
Juvenile Paperbd.	71.0	36.00	51.1	31.71	38.9	13.5
Religious	172.0	29.96	162.1	32.10	6.1	(6.7)
Hardbound	123.0	13.63	115.2	14.58	6.8	(6.5)
Paperbound	49.0	16.32	46.9	17.53	4.4	(6.9)
Professional	817.3	55.74	746.8	51.84	9.4	7.5
Hardbound	529.8	17.22	489.6	16.90	8.2	1.9
Paperbound	287.6	38.52	257.2	34.94	11.8	10.2
Book Club	211.0	32.43	208.6	35.10	1.2	(7.6)
Hardbound	176.8	12.91	174.6	14.03	1.3	(8.0)
Paperbound	34.2	19.52	34.1	21.07	0.4	(7.3)
Mail Order Publns.	164.6	32.77	165.5	33.20	(0.5)	(1.3)
Mass Market Paperbd.	377.8	218.41	348.9	214.04	8.3	2.0
University Presses	31.9	2.47	27.7	2.47	14.9	(0.3)
Hardbound	23.1	1.00	20.1	1.00	15.2	0.2
Paperbound	8.7	1.47	7.6	1.48	14.0	(0.6)
Elhi Text	130.8	15.37	123.4	16.66	6.0	(7.7)
Hardbound	74.0	6.08	70.5	6.52	5.0	(6.7)
Paperbound	56.8	9.29	52.9	10.14	7.3	(8.3)
College Text	248.9	20.12	241.7	19.43	3.0	3.6
Hardbound	211.6	13.88	204.8	13.32	3.3	4.2
Paperbound	37.4	6.24	36.9	6.11	1.2	2.0
Subscription Ref.	49.0	0.12	48.7	0.12	0.8	(4.4)
Total	3,190.2	611.47	2,940.6	598.50	8.5	2.2

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS — FIRST QUARTER 1988

Millions of Dollars and Units

	1988 Jan.–Mar.		1987 Jan.–Mar.		% Change	
	$	#	$	#	$	#
General Retailers	1,525.1	220.80	1,360.5	211.68	12.1	4.3
College Stores	1,066.7	99.19	1,035.7	95.93	3.0	3.4
Libraries & Institutions	352.3	22.94	322.7	22.79	9.2	0.7
Schools	267.8	31.85	251.5	34.50	6.5	(7.7)
Direct to Consumer	528.1	61.14	519.2	64.61	1.7	(5.4)
Other	120.8	47.05	98.4	41.58	22.7	13.1
Total	3,860.8	482.97	3,587.9	471.09	7.6	2.5

7/13/88 C1852-2 A

Leaving the Corporate Life: Working for Yourself

The Quality Drive at Donnelley • Daedalus: Remainders of Quality

Booksellers' Fall Regional Show Schedule

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* JULY 15, 1988 $2.50

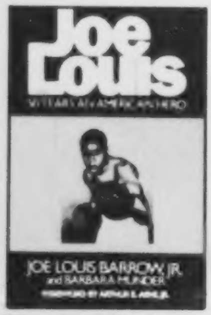
******** SAMPLE ******** 5-DIGIT 20814
PW CNG9ESS2010299 CPS 001 0333
CONGRESSIONL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814

Just one of the top performers
you'll see from us this fall

McGraw-Hill's

SPORTS

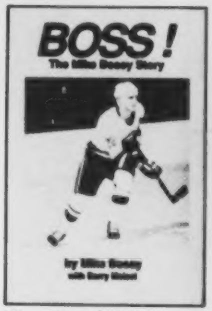
Illus. Sept. $17.95
(037477-5)


Joe Louis
50 YEARS AN AMERICAN HERO
JOE LOUIS BARROW, JR.
and BARBARA MUNDER

Illus. Sept. $18.95
(003955-0)

Cousy on the Celtic Mystique
Bob Cousy and Bob Ryan

Illus. Nov. $17.95
(013332-8)


BOSS!
The Mike Bossy Story

Illus. Nov. $16.95
(549696-8)

IN SEASON
Lou Carnesecca
Phil Pepe

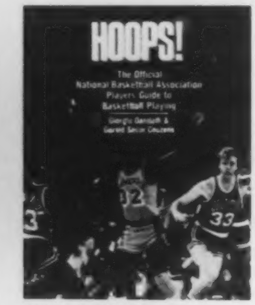
Illus. Nov. $17.95
(010131-0)

College Basketball's Winningest Coach
TARK
Jerry Tarkanian
and Terry Pluto

Illus. Nov. $17.95
(062802-5)

BASKETBALL'S
GREAT MOMENTS
Foreword By Red Auerbach

Illus. Nov. $18.95
(011138-3)


HOOPS!
The Official
National Basketball Association
Players Guide to
Basketball Playing

Illus. Available
$10.95 (013276-3)

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 3
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JULY 15, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

ART DIRECTOR
Maureen R. Gleason

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Leaving the Corporate Life 22

It's not always easy for former publishing people to learn to fend for themselves; but for many it has opened up a whole new way of being *By Gayle Feldman*

DEPARTMENTS

NEWS OF THE WEEK 11

Specter-Green Pornography Bill: Biggest Censorship Threat to Date

Foreign Publishers to See New Eco MS. at End of July

Senate Approval Seen to Assure Library Rate for New Fiscal Year

Wrede Gets New Duties in McGraw-Hill Reorganization

Forecasters Say Book Sales Will Rise 5.2% in 1990

Harper & Row, San Francisco, Realigns, Hiring New Staff

Waldenbooks Surveys Reading Habits of Book Club Members

PEN Reading to Benefit Writers and Editors with AIDS

TRADE NEWS 32

Hardcover Books: Continuum Signs Paul and Jeanne Simon for Books on Presidential Race

Norton Signs Book on Bork Controversy

Bantam Publishing Looks at Minnesota Child Murder

BOOKSELLING 35

Regional Trade Shows: 1988 Schedule
A sneak peek at the regional bookselling conventions scheduled to take place in September and in October

BOOK DESIGN & MANUFACTURING 38

'Do It Right the First Time' Is Donnelley's Quality Motto
Only 18 months after Donnelley introduced a "never-ending" quality process in its book plants, results were spectacular—spoilage alone will have dropped 50% by year's end

Manufacturing Front

PW INTERVIEWS 45

Thomas Savage

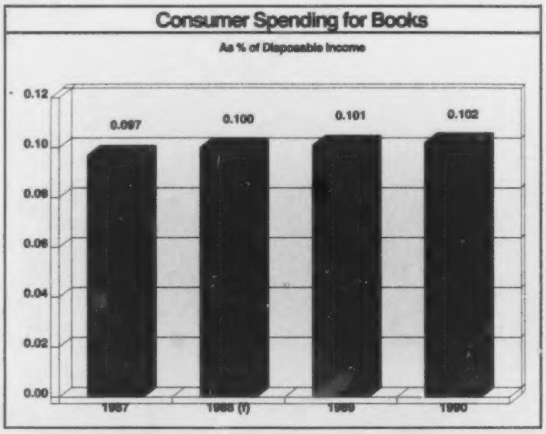
FORECASTS 47

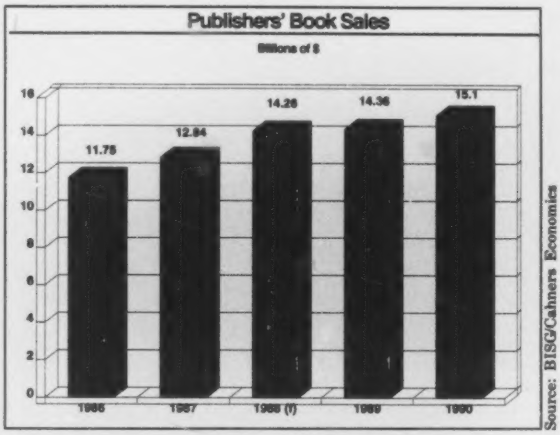
Nonfiction 47
Fiction 52
Paperbacks 58

COLUMNS

Highlights 9
Media 10
Calendar 10
People 20
Rights 30
Independent Publishing 43
Talk of the Trade 44
Index to Forecasts 65
Weekly Exchange 69
Paperback Bestsellers 72
Hardcover Bestsellers 74

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.





Source: BISG/Cahners Economics

Forecasters Say Book Sales Will Rise 5.2% by 1990

But: Paperbacks, bedeviled by 'disintegrating' wholesale business where returns reached 56%, will stay flat

What lies ahead for the book industry as the decade ends? According to a group of prognosticators at the recent Book Industry Study Group-*Publishers Weekly* Trends Seminar 1988, the news is more good than bad.

Leading off at the June 28 meeting, Kermit Baker, director of economics for Cahners Publishing Co., described the general economic picture as stable with steady but small growth in the next few years. While he did forecast slower growth in overall consumer spending as the decade winds down, particularly in higher priced goods, he offered indicators that pointed to a brighter future for books.

Key is the changing demographics and the fact that the highest percentage of the population growth is in the 45- to 54-year-old group, a positive for book sales. "The cocooning trend with more home-oriented activities" will also fuel book sales, Baker predicted. Total book sales in 1989 will reach about $14.3 billion, a very small increase over 1988 sales (0.7%), but growth the year after should mean about $15.2 billion, a 5.2% increase. The largest percentage of this growth will come from retail sales at bookstores, he said.

In the morning's keynote address, Harold Miller, CEO and president of Houghton Mifflin, stated that "in the final analysis, publishing is still a gut business, and to capitalize on all the attractive numbers, someone has to have an idea, and someone else has to recognize whether the idea will fly." His perception of what is going on in the various areas of book publishing—trade, educational and institutional—is that "people are looking for something different from the traditional." In education, he pointed out, there is a "fragmentation process," especially as more areas of the country are becoming more self-reliant in developing their own approach to learning, not following curriculum guides or depending on the information in nationwide singular basal programs. He suggested that computers and software increasingly are being used to provide students with opportunities for learning certain subjects, particularly science and math. The common strain, he noted, is to find other ways to convey fundamental ideas. He pointed to the growing percentage of students in religious and private schools; the increasing number of students in lower grades; and the need for more bilingual educational programs.

Trade 'Healthy but Risky'

Crown executive vice-president Bruce Harris termed adult trade publishing "healthy but risky," asking if anyone could have predicted that a leading nonfiction bestseller in summer 1988 would be a book on relativity and quantum physics by a Cambridge professor who uses a voice synthesizer. He noted the strength of serious nonfiction as well as the upward sales trends of quality fiction. "We are seeing a flight to quality," said Harris. At the same time, he continued, popular authors like Krantz and Steel do better with each book, New Age continues to flourish and there is no diminution in unit sales of cookbooks and lifestyle titles despite higher cover prices. Another plus is that "maturity is getting hot," Harris said, pointing to the "graying of America, and the need for more books on health, finance and emotional happiness."

Noting that when he came into the business, wisdom held that a book called *Lincoln's Doctor's Dog* would be an instant bestseller, since books on any of the three subjects sold strongly, he suggested that a more appropriate title for the 1990s would be *Unidentified Flying Cats and a Rising American Mind.*

The biggest growth area in trade books has been in the children's sector, and Janet Schulman, division vice-president and associate publisher of juvenile trade at Random House, offered three basic reasons for the boom: more children as the baby-boom generation has offspring; more retail outlets, including mass market and specialty booksellers (up to 350 stores); and a generation of college-educated parents, "skeptical of schools, who are taking things into their own hands."

This growth, Schulman pointed out, comes with higher risks as more advertising is being poured into children's books and returns are increasing. As competition becomes stronger, she suggested that it is becoming harder to build a backlist. At the same time, after many "rocky years," the institutional market "is reliable again, and many libraries are working in tandem with bookstores."

Funerals for Licensed Characters

While the "buzzword a few years ago was licensed characters," Schulman happily reported that she has had funerals for Strawberry Shortcake, the Smurfs, My

Little Pony and Rainbow Brite. The only area where these characters are alive and well, she said, is in coloring and activity books. Pointing out that these licenses were toy-driven, Schulman added that Disney and Sesame Street books are still strong.

She was amused, she said, by the current requests of mass marketers who want more "generics," their word for what she fondly refers to as the basic, traditional books—"and their sales are stronger than they have been in 10 years."

Alarming Returns

Marvin Brown, president of Viking Penguin, played Cassandra at the trends panel, noting that if a trend "is a direction," paperback must be a non-trend. Despite a surge in April mass market sales, he pointed to flat sales over the past three years and said, "I cannot see this trend turning upward." Another alarming statistic is the increasing rate of returns—40.6% in 1987 and 41.6% in the first four months of 1988. He emphasized that he was not reflecting on the profitability of the paperback industry but on its growth.

Brown cited several reasons for the flat picture, including the great growth in adult and children's hardcovers. There is also the issue of "perceived value," said Brown, pointing out that the mass market to hardcover pricing ratio used to be about 8:1 or 10:1 and is now more like 4:1 or 3:1—even less when discounting is considered.

Another factor is the availability of hardcover books in a greater number of outlets and the fact that the bestsellers are getting mass market–like distribution. He reminded the audience that Theodore White's first book, *The Making of the President 1960*, selling at $6.95, was on the *New York Times* list for 52 weeks and sold 120,000 hardcovers. "That figure," he said, "doesn't even get you on a list these days."

Another problem for mass marketers is the "continuing disintegration" of the wholesale business and the fact that, for many direct magazine jobbers, paperbacks are a dwindling part of their operations. Returns in the wholesale sector, he noted, are a whopping 56%.

Another worrying trend is the increasing difficulty for mass market publishers of maintaining their backlists: mass market titles are brought for a specific number of years, and as the terms expire, the titles are reverting back to the original hardcover publishers, who then place them in their trade paperback lines.

STP Growth in Pricing, Not Unit Sales

Another downbeat trend was described by Charles R. Ellis, senior vice-president of John Wiley & Sons. He noted that the technical, scientific and professional sector of the business had been growing over the last five years at a 9.5% rate and that this sector will continue to grow; most of the growth, however, is from pricing, not unit sales.

He was concerned about the increasing trend of libraries to do more "resource sharing, interlibrary lending or, in other words, more trading of photocopies." STP books are being challenged because librarians are giving priority to periodicals and journals, and the previous conventional wisdom of estimating acquisition budgets at 60% for periodicals and 40% for books is moving in the direction of 80%:20%. At the same time, the number of journals has expanded dramatically, Ellis said, and many of these journals are increasingly more expensive. "They are mopping up the available money," he warned.

Areas that seem not to be affected, said Ellis, are the large multivolume, multiauthored reference works, though they, too, may face challenges from the innovations in electronic technology. Less worrisome is the international marketplace where scientific and technical titles enjoy their strongest sales. Certain markets like Europe and the U.K. are expanding, as well as some areas in Asia. At the same time, cutbacks for STP books can be expected in the Middle East and China. —Daisy Maryles

Harper & Row, San Francisco, Realigns, Hiring New Staff

Harper & Row, San Francisco, the religious book division of Harper & Row Publishers, has announced the expansion and reorganization of its West Coast operation with the hiring or promotion of 22 people into new positions as directors, managers and coordinators in the division's marketing, editorial and production departments.

While the reorganization has been a gradual process since January, the announcement comes just weeks after George Craig, who had been acting joint chief executive operating officer of Harper & Row, was named president and chief executive officer.

Apparently the expansion has no direct relation to last year's acquisition of Harper & Row by Rupert Murdoch's News Corporation and William Collins. (The two companies own 50% of Harper & Row.)

According to Bob Manley, the new director of marketing and operations, "The expansion of the religious division is in line with the whole direction and leadership of the company as a whole." Manley, who joined Harper & Row San Francisco in January after three years as president of the book group of Zondervan Corporation, planned the reorganization with publisher Clayton Carlson.

"The expansion of our marketing division has been a long time in coming," adds Carlson. "New York has just encouraged us to think bolder."

Harper & Row San Francisco now publishes 150 titles a year in the areas of religion (both trade and academic titles), church school curriculum, alternative religions (anything not Judeo-Christian—from feminist spirituality to New Age), and wellness and recovery. Eighteen years ago, Harper & Row began publishing books on chemical dependency when "we didn't even know what it meant." Since the subject crossed over into the mainstream, the house has had several bestsellers, including *Codependent No More*, which is currently selling 40,000 copies a month. The new positions in editorial reflect Harper & Row's desire to increase its presence in the evangelical Christian market, where it has had significant success with such authors as Richard Foster, Carolyn Koons, Bruce Larson, Keith Miller and Lew Smedes.

Although Harper & Row doesn't release its growth figures, in the last 10 years the West Coast division has expanded from 13 displaced New Yorkers to over 50 employees. "It's been fascinating to see the company absolutely blossom," says Carlson. "Most religious publishing is done from the point of view of pushing a particular party line, but we glory in diversity."

The marketing division has grown by 11, including Robin Seaman, formerly at Oxford University Press, as marketing manager for trade books, and John Topliff, formerly of Spring Arbor, as director of religious markets.

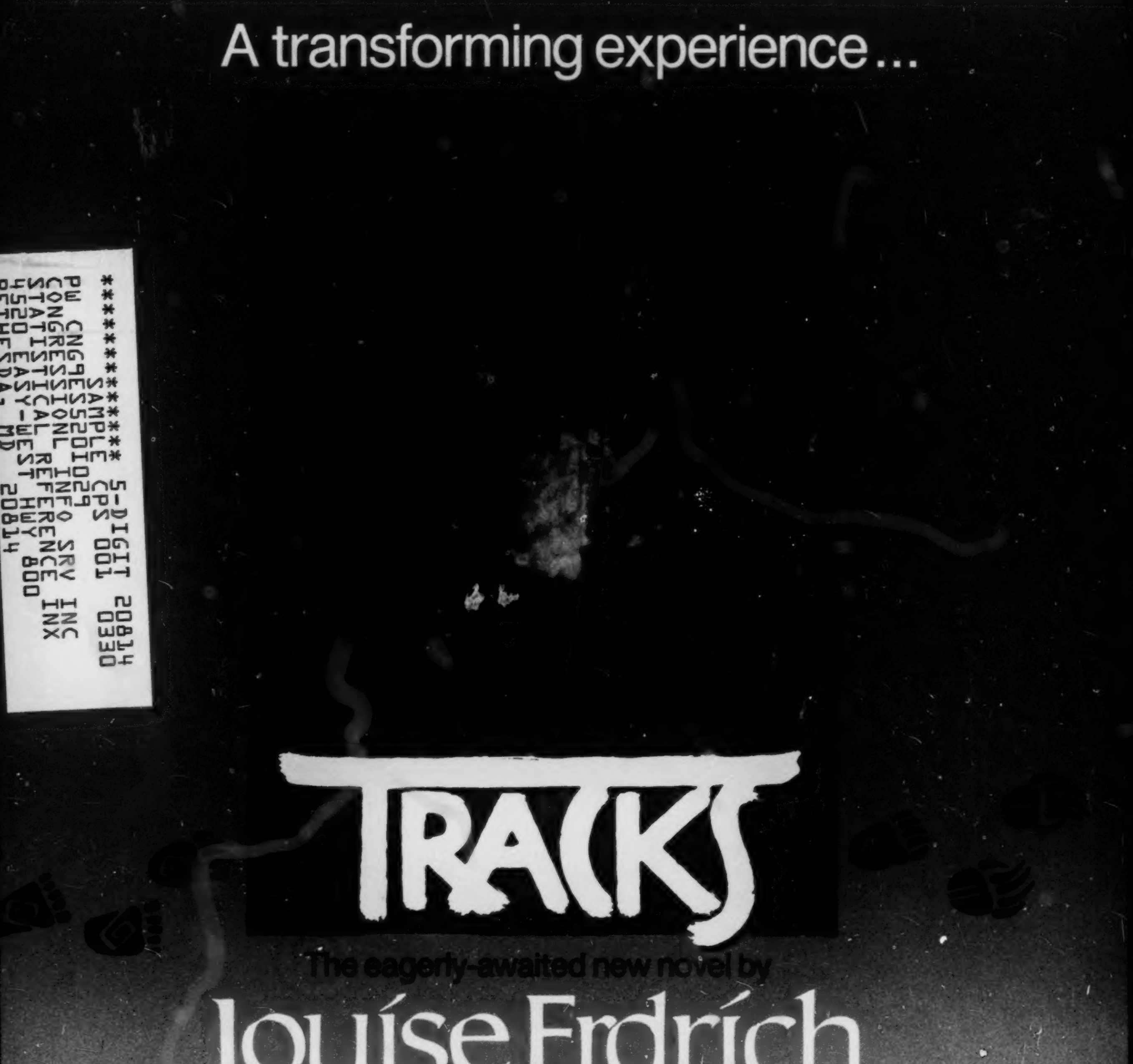
The five new people in editorial comprise the evangelical team and include Tom Grady, senior editor; Lonnie Hull, editor; Jarrell McCracken and Floyd Thatcher, consulting editors. Bernie Scheier, who has 20 years' experience in religious publishing, is the new director of production and manufacturing, a department that has just added an additional five positions. —Lisa See

7/21/88 C1852-2 A

A Publishing Summit: The IPA in London
Editor to Author: The Kitman-Vaughan Letters
The New Look at Baker & Taylor • Charles McCarry: Regan's Ghost Speaks

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* JULY 22, 1988 $2.50


A transforming experience...
TRACKS
The eagerly-awaited new novel by
Louise Erdrich
author of The Beet Queen and Love Medicine
HENRY HOLT

************** 5-DIGIT 20814
SAMPLE CPS 001 0330
PW CNG9ES520I029
CONGRESSIONL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814

HOLT HIGHLIGHTS

TRACKS

Louise Erdrich

The acclaimed author of the bestselling *The Beet Queen* and *Love Medicine* reaches new heights in this stunning story of betrayal and passion, pride and endurance—set in the Indian lands of North Dakota early in this century.

- **150,000-COPY FIRST PRINTING**
- **$200,000 PROMOTION/ADVERTISING BUDGET**
- **NATIONAL AUTHOR TOUR**
- **NATIONAL ADVERTISING**
- **SUPER EXEMPT COOP TITLE**
- **SELECTED BY BOOK-OF-THE-MONTH CLUB AND QUALITY PAPERBACK BOOK CLUB**
- **MAJOR SIX-FIGURE PAPERBACK SALE**

FPT $18.95/0-8050-0895-0/September
10-copy Counter Display: $189.50/0-8050-0940-X

THE FOOL'S PROGRESS

Edward Abbey

Wallace Stegner, Tom McGuane, Wendell Berry, Larry McMurtry, Edward Hoagland, among countless others, have all offered support for Abbey's prose. And now here is the novel they've all been waiting for—the story of a full-blooded man's uncertain and hilarious advance through life and contemporary America during a 3,500-mile trip from the arid wasteland of Arizona to the green, fuzzy hills of West Virginia.

- **50,000-COPY FIRST PRINTING**
- **NATIONAL AUTHOR TOUR**
- **NATIONAL ADVERTISING**
- **EXEMPT COOP TITLE**

FPT $19.95/0-8050-0921-3/October

LITERARY OUTLAW
THE LIFE AND TIMES OF WILLIAM S. BURROUGHS

Ted Morgan

The first major biography of the counterculture of Jack Kerouac, Allen Ginsberg, Genet, Beckett, and others—and especially its centerpiece, William Burroughs, *Literary Outlaw* can also be read as a history of the avant-garde in America. If it seems as much autobiography as biography, it is because Burroughs worked closely with the author, neither hiding nor sanitizing details of a life that seems wilder and more improbable than his own inventions. Illustrated with photographs.

- **50,000-COPY FIRST PRINTING**
- **NATIONAL ADVERTISING**
- **EXEMPT COOP TITLE**

FPT $24.95/0-8050-0901-9/October

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 4
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JULY 22, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

ART DIRECTOR
Maureen R. Gleason

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

A Publishing Summit: The IPA in London 20
Top-level speakers and a lively social program
made for a notable occasion
By Vivienne Menkes

Copyright Issues at the Congress 22
By Susan Wagner

'Idiotic Flipside'
The Kitman-Vaughan Letters 27
Edited by Leonore Fleischer

DEPARTMENTS

NEWS OF THE WEEK 10

Wolner Quits Avon—and Publishing; Carolyn Reidy Will Succeed Her

Fair to Stay in Frankfurt; Small Rise in Fees, Cut in Set-Up Time

McKeown Named Publisher of Simon & Schuster's Trade Division

Asian Market Fair to Be Held in Singapore

Book Sales Rise 9.2% to $11.45 Billion in 1987

'VLS' to Go National in September with Distribution of 60,000 Copies

Domestic Sales to Grow 9.4% for Next Five Years

Mondadori and Electa Acquire Control of Troubled Einaudi

China Expands Copyright Protection to 'Compatriots' in Taiwan

Obituary Notes: Isaac Molho, Arthur Wilner

TRADE NEWS 32

Addison-Wesley's Trade Division Finds a New Direction Under Jane Isay

Story Behind the Bestseller: How Alaska Got 'Alaska' When Everyone Else Did

Back to Press

BOOKSELLING 34

Baker & Taylor Targets The Trade:
Still considered a library wholesaler, this company is again reaching out to book retailers

PW INTERVIEWS....... 39

Charles McCarry

FORECASTS.............. 41

Fiction......................... 41
Nonfiction 46
Paperbacks 50

COLUMNS

Highlights 7
Letters 8
Media 8
Calendar..................... 8
People 18
Rights 31
Talk of the Trade 37
Southern Spotlight.......... 38
Weekly Exchange 57
Paperback Bestsellers...... 64
Hardcover Bestsellers...... 66

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chasen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91606 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Book Sales Rise 9.2% to $11.45 Billion in 1987

Book sales in 1987 totaled $11,447,200,000, an increase of 9.2% or $963 million over 1986, according to estimates by the Association of American Publishers. In 1986 the increase over the previous year was only 5.8%.

Rack-sized Mass Market Paperbacks, which posted nearly flat sales in 1986, were up 12.8% in 1987, to $894 million. Other categories reporting highest percentage increases were: Trade Books (up 15.9% to $2.4 billion), Religious Books (up 13.4% to $539 million) and Book Clubs (up 11.6% to $779 million).

Association of American Publishers, Inc.
Estimated Book Publishing Industry Sales 1972, 1977, 1982, 1986–87

	Millions of Dollars									
	1972	1977	1982		1986		1987			
	$	$	$	% chg from 77	$	% chg from 82	$	% chg from 86	% chg from 82	% chg from 77
Trade (Total)	444.8	887.2	1355.5	52.8	2095.5	54.6	2428.5	15.9	79.2	173.7
Adult Hardbound	251.5	501.3	671.6	34.3	1025.8	52.7	1211.5	18.1	80.4	141.7
*Adult Paperbound**	82.4	223.7	452.0	102.1	683.5	51.2	767.6	12.3	69.8	243.1
Juvenile Hardbound	106.5	136.1	180.3	32.5	290.1	60.9	334.5	15.3	85.5	145.8
Juvenile Paperbound	4.4	26.1	51.5	97.3	96.1	86.6	114.9	19.6	123.1	340.2
Religious (Total)	117.5	250.6	390.0	55.6	475.5	21.9	539.3	13.4	38.3	115.2
Bibles, Testaments, Hymnals & Prayerbooks	61.6	116.3	163.7	40.8	182.9	11.7	210.7	15.2	28.7	81.2
Other Religious	55.9	134.3	226.2	68.4	292.6	29.4	328.6	12.3	45.3	144.7
Professional (Total)	381.0	698.2	1230.5	76.2	1722.5	40.0	1845.2	7.1	50.0	164.3
Technical & Scientific	131.8	249.3	431.4	73.0	579.1	34.2	635.9	9.8	47.4	155.1
Business & Other Professional	192.2	286.3	530.6	85.3	747.5	40.9	796.8	6.6	50.2	178.3
Medical	57.0	162.6	268.5	65.1	395.9	47.4	412.5	4.2	53.6	153.7
Book Clubs	240.5	406.7	590.0	45.1	698.4	18.4	779.4	11.6	32.1	91.6
Mail Order Publications	198.9	396.4	604.6	52.5	620.6	2.6	627.4	1.1	3.8	58.3
Mass Market Paperback Rack-Sized	250.0	487.7	685.5	40.6	792.3	15.6	893.7	12.8	30.4	83.2
University Presses	41.4	56.1	122.9	119.1	160.5	30.6	172.1	7.2	40.0	206.8
Elementary & Secondary Text	497.6	755.9	1051.5	39.1	1604.0	52.5	1705.1	6.3	62.2	125.6
*College Text***	375.3	649.7	1142.4	75.8	1409.8	23.4	1521.2	7.9	33.2	134.2
Standardized Tests	26.5	44.6	69.7	56.3	96.6	38.6	101.9	5.5	46.2	128.5
Subscription Reference	278.9	294.4	396.6	34.7	501.2	26.4	516.2	3.0	30.2	75.3
AV & Other Media (Total)	116.2	151.3	148.0	-2.2	211.1	42.6	213.0	0.9	43.9	40.8
Elhi	101.2	131.4	130.1	-1.0	177.4	36.4	174.7	-1.5	34.3	33.0
College	9.2	11.6	7.9	-31.9	13.5	70.9	15.1	11.5	91.1	30.2
Other	5.8	8.3	10.0	20.5	20.2	102.0	23.2	14.9	132.0	179.5
Other Sales	49.2	63.4	77.1	21.6	96.5	25.2	104.2	8.0	35.1	64.4
Total	3017.8	5142.2	7864.3	52.9	10484.5	33.3	11447.2	9.2	45.6	122.6

# Includes Non-Rack-Sized sales by Mass Market Publishers of $113.5 million in 1982; $172.9 million in 1986, and $200.0 million in 1987.

* The added reporting of certain mass market publishers in 1985 and 1986 has given this survey data from *all* major MMPB publishers. Based on this information, it would seem that our estimates of the industry sales were virtually "on the mark." However, to allow for the few small nonreporting MMPB publishers, we have increased our 1982 estimate by $20 million, and our 1986 estimate by $30 million.

** The Higher Education Division of AAP has requested the Statistical Service Center to conduct an independent survey of college publishers. For 1987, this survey of 50 college publishers, which in the opinion of the Higher Education Division Statistics Committee represent the majority of known college publishers, reported sales of $1249.1 million.

CHILDREN'S BOOKS FOR FALL

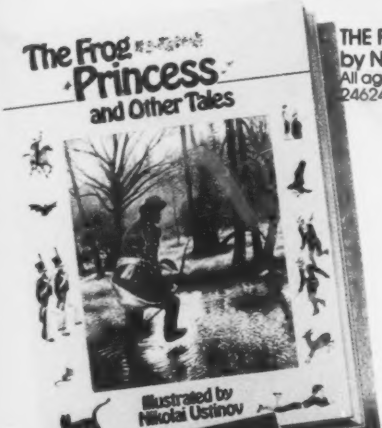
C1852-2 A
7/29/88

REN'S
STSELLER
STER INSIDE

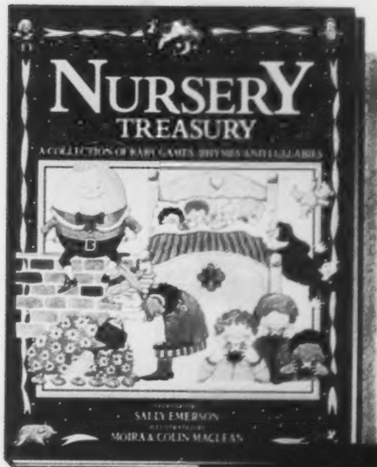
Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION • *THE INTERNATIONAL NEWS M OK PUBLISHING* • JULY 29, 1988 $2.50

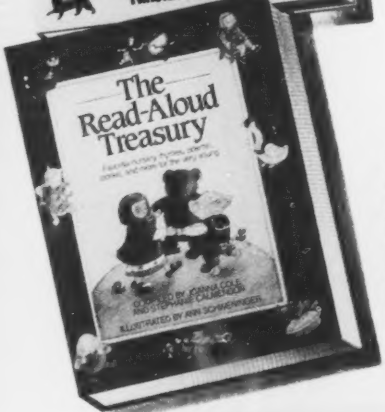
BEST COPY AVAILABLE


The Frog Princess and Other Tales
Illustrated by Nikolai Ustinov

THE FROG PRINCESS
by Nikolai Ustinov
All ages 7⅞ x 10¾ $12.95
24624-2 October


NURSERY TREASURY
A COLLECTION OF BABY GAMES, RHYMES AND LULLABIES
SALLY EMERSON
MOIRA & COLIN MACLEAN

THE NURSERY TREASURY
A Collection of Baby gam
Rhymes, and Lullabies
Selected by Sally Emerson
Illustrated by Moira and
Colin Maclean
All ages 8⅝ x 11½ $16.95
24650-1 October


The Read-Aloud Treasury
Favorite nursery rhymes, poems, stories, and more for the very young
JOANNA COLE
STEPHANIE CALMENSON
ILLUSTRATED BY ANN SCHWENINGER

THE READ-ALOUD TREASURY
Favorite Nursery Rhymes,
Poems, Stories, and More for
the Very Young
Compiled by Joanna Cole
and Stephanie Calmenson
Illustrated by
Ann Schweninger
Preschool to 8 7⁷⁄₁₆ x 9⅛
$17.95 18560-X September

Peter Spier's
CHRISTMAS!

PETER SPIER'S
CHRISTMAS
by Peter Spier
Preschool to 8
9⅞ x 10¼ $6.95
24580-7 (PB) October

GOBBLE
GROWL
GRUNT

FAST-SLOW
HIGH-LOW
A Book of Opposites by Peter Spier

GOBBLE, GROWL, GRUNT
by Peter Spier
Board book
Preschool to 5 10⅛ x 7⅞ $5.95
24094-5 October

FAST-SLOW, HIGH-LOW
by Peter Spier
Board book
Preschool to 5 10⅛ x 7⅞
24093-7 October

Illustrations by Moira and Colin Maclean from THE NURSERY TREASURY

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, William M. Platt, President; Terrence M. McDermott, Executive Vice President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $8.50 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 5
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JULY 29, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

ART DIRECTOR
Maureen R. Gleason

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Susan Caputo, Victoria Cervantes,
Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION COORDINATOR
Deborah Halverson

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

FALL 1988 CHILDREN'S BOOKS 133
- A Look at the Creative Process 134
- Children's Bestseller List 139
- Children's Backlist Bestseller List 141
- The Rising in the West *by Karen Steinberg* 142
- 'Love You Forever': An Amazing Success Story *by Frieda Wishinsky* 146
- Asking Around: A Survey of Children's Booksellers ... 148
- SongLine: A Way to Preview Children's Audio *by Lisa See* 149

FALL CHILDREN'S ANNOUNCEMENTS 155

AAUP in Cambridge: A Confident New Look 124
by John F. Baker and Chandler B. Grannis

DEPARTMENTS

NEWS OF THE WEEK 118
- Harper & Row to Acquire Zondervan for $57 Million
- Mendenhall Sues Seven, Charging Conspiracy
- Bass Starts $1.9 Billion Tender As Macmillan Presses Legal Defense
- Stephen Rubin, Editor-in-Chief at Bantam, Named Publisher
- George Nicholson, Susan Moldow Advance at Dell

TRADE NEWS 190
- Looking Ahead: New Books for Spring '89

BOOKSELLING 198
- The Children's Cooperative Advertising Conundrum: Booksellers and publishers of children's books coo and carp about co-op

AUDIO/VIDEO PLUS 203
- Children's Audio and Video Publishers: Finding small but reliable niches

PW INTERVIEWS 211
- Audrey and Don Wood

FORECASTS 213
- Nonfiction 213
- Fiction 219
- Paperbacks 224
- Children's Books 229

COLUMNS

Highlights 7
Letters 116
Calendar.................. 116
People 130
Gallup Survey 132
Rights 201
Weekly Exchange 238
Paperback Bestsellers 242
Hardcover Bestsellers 244

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chasen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

THE GALLUP SURVEY

BY LEONARD WOOD

Teenagers' Reading Habits

TABLE 1

AVERAGE TIME SPENT WITH MEDIA

Yesterday, how much time, did you spend watching television, listening to radio, reading newspapers, magazines, books?

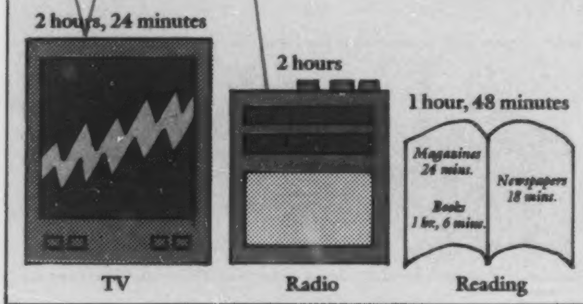


TABLE 2

Average of Hours: Minutes Devoted to Media

	TV	Radio	Books	News-papers	Maga-zines
Sex					
Male	2:24	1:48	1:00	0:18	0:24
Female	2:24	2:12	1:12	0:24	0:24
Age					
13-15 years	2:30	1:48	1:06	0:18	0:24
16-17 years	2:12	2:18	1:12	0:24	0:24
Academic Standing					
Above average	2:18	1:54	1:12	0:24	0:24
Average & below	2:36	2:12	1:00	0:18	0:24
Chief Wage Earner					
White collar	2:24	1:54	1:06	0:24	0:24
Blue collar	2:24	2:12	1:12	0:18	0:18
Parents' Education					
Both college	2:06	1:54	1:12	0:24	0:18
Either college	2:24	2:18	1:00	0:18	0:24
No college	2:36	1:54	1:06	0:24	0:24
Region					
East	2:36	1:54	0:54	0:24	0:18
Midwest	2:18	2:00	1:00	0:18	0:30
South	2:18	2:06	1:24	0:24	0:24
West	2:24	2:06	1:12	0:18	0:24

TABLE 3

% of TIME DEVOTED TO MEDIA (Comparison Between Teens and Parents)

	More	*Same*	*Less*
Radio	79	7	14
Television	43	24	33
Reading	29	16	55
Books	43	16	41
Magazines	35	21	44
Newspapers	8	10	82

Why can't Johnny read? Maybe he'd rather watch TV or listen to the radio, suggests a Gallup survey of 13–17-year-olds conducted last year. Although the interviewing was conducted during the school year, teens claimed to spend more time with the TV or radio than with printed matter.

When young adults were asked how much time they devoted the previous day to various activities, they reported spending an average of 2 hours and 24 minutes watching TV and another 2 hours listening to the radio, and these estimates were higher than those for reading books (1 hr., 6 mins.), newspapers (18 mins.) or magazines (24 mins.). Even when all reading activity was combined, the time spent (1 hr., 48 mins.) was lower than that devoted to electronic media. (TABLE 1).

Among all demographic groups, teens reported spending the most time with TV or radio compared to print media. Young teens, those whose academic standing is average or below, those whose parents are not college-educated, and Easterners, spent more time watching TV than did their counterparts. Young women, older teens, those whose academic standing is average or below, and those from blue-collar households, devoted more of their day to the radio than did other teens (TABLE 2).

It is not surprising to find that teens whose academic standing is above average reported spending more time reading (2 hours) than did those with lower academic standing (1 hr., 42 mins.). Regionally, Southern teens claimed to read longer (2 hrs, 12 mins.) than did young Westerners or Midwesterners. Young women (2 hours) and 16–17-year-olds (2 hours) spent more time reading than did young men (1 hr., 42 mins.) or 13–15-year-olds (1 hr., 48 mins.).

Teens were also asked to compare their behavior to their parents', and the results suggest that teens make more frequent use of radio and televison but spend far less time reading then their parents do.

Radio is the medium that most widely separates the generations, with 79% of the teens saying they spend more time listening to the radio than their parents. (TABLE 3).

A majority of teens (55%) claimed to spend less time reading than do their parents, while 29% believed they spend more time. Teens were evenly divided between those who believed they spend more time (43%) and less time (41%) than their parents reading books, but they were slightly more likely to report that their parents spend more time reading magazines than they do (44% to 35%).

TV viewing is heavily concentrated among the young, with 49% of those aged 13–15 saying they spend more time than their parents do watching the tube. By age 16, the proportion drops to 35%. For books, the gain is from 39% to 50%, and for reading in general, the increase is from 26% to 32%.

Regionally, the electronic media are strongest in the East. Television is weakest in the West, and radio has its poorest showing in the South.

NOTE: Results are based on telephone interviews among a nationally representative sample of 503 teenagers, ages 13–17 years, conducted in March 1987.

8/18/88 C1852-2 A

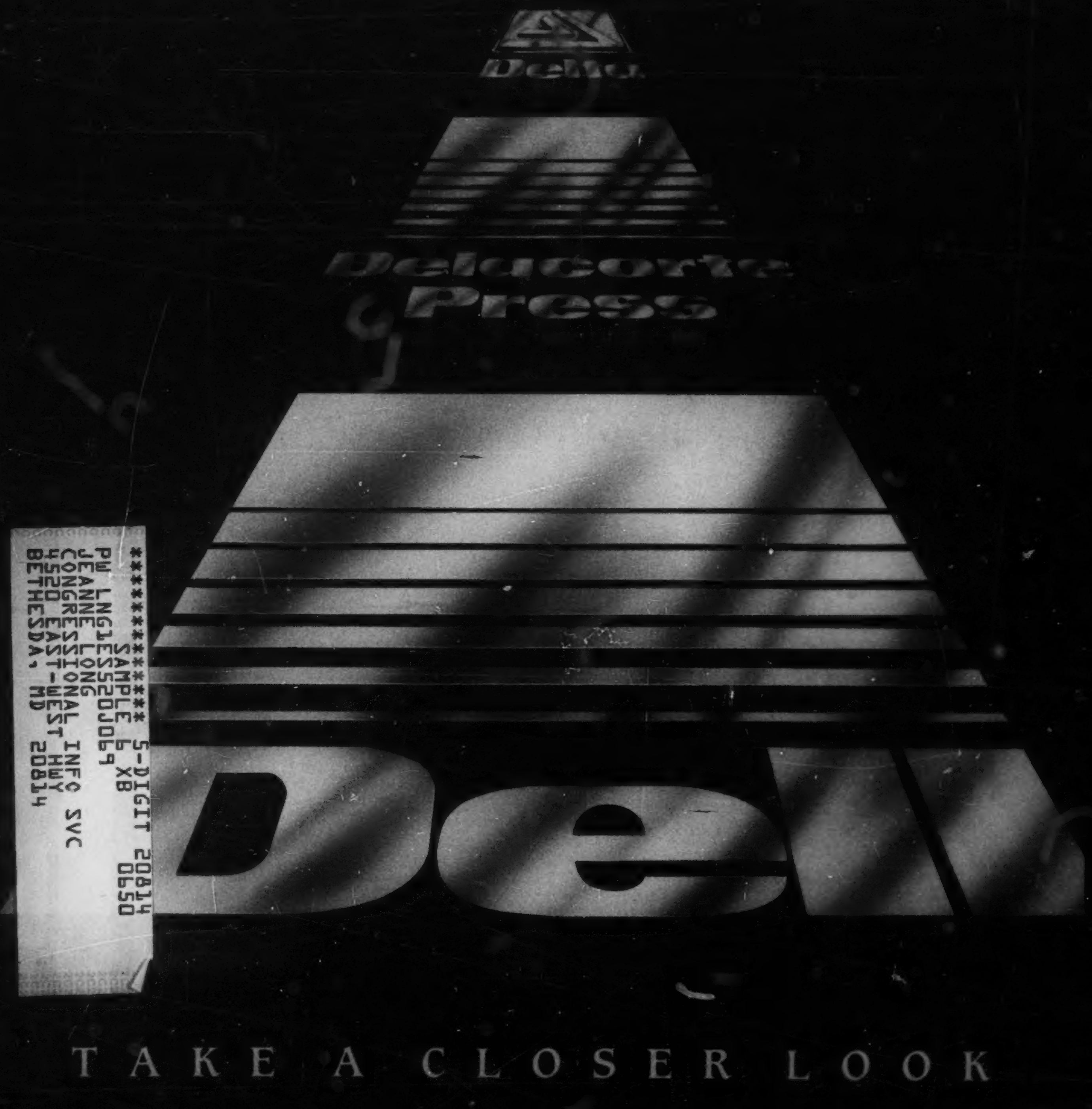
Good Times for Business Books

Marketing the Library of America • Summer Bookstore Business Survey

An Alex Haley Christmas Story • The Problem with Permissions

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING AUGUST 19, 1988 $2.50

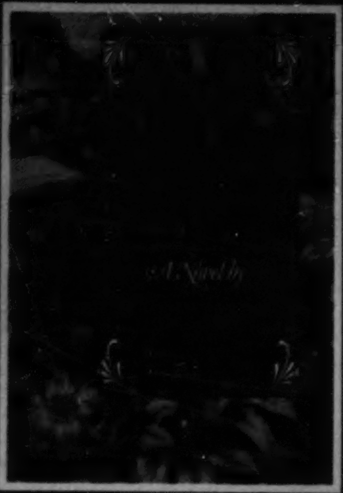


******** 5-DIGIT 20814
SAMPLE 6 XB 0650
PW LNG1ES520J069
JEANNE LONG
CONGRESSIONAL INFC SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

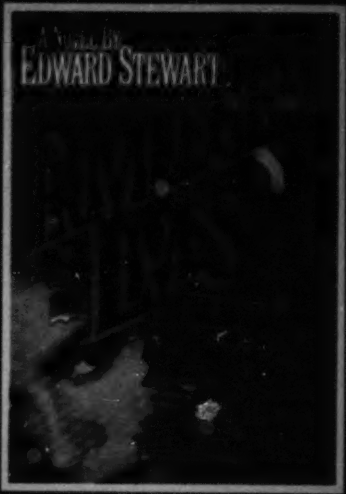
TAKE A CLOSER LOOK

DELL

January 1989



February 1989



March 1989

BELVA
PLAIN
TAPESTRY

April 1989

May 1989

DANIELLE
STEEL
ZOYA

June 1989

THE CLOSER YOU LOOK, THE BETTER WE LOOK.

Dell

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-431-1713; in Ohio 614-383-3141. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 8
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

AUGUST 19, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

HOW-TO FORECASTS
Molly McQuade, *Editor*

ART DIRECTOR
Maureen R. Gleason

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler, Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Susan Caputo, Victoria Cervantes, Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Good Times for Business Books 25
Despite a recent market slump, sales and numbers continue to increase *By John Leaman*

DEPARTMENTS

NEWS OF THE WEEK 15
Austin Police Investigate Alleged Book Thefts
Houghton Pays $801,000 for Children's Book
Scott, Foresman Names Three to Top Posts; Artandi Is Chairman
Pagurian Corporation Acquires Lester & Orpen Dennys
House Votes Tax Relief For Writers; Senate to Vote in September
Abraham and Thornton Move to Positions at Prentice Hall Press
Senate Addresses Teaching of Homosexuality, Science

TRADE NEWS 38
Hardcover Books: Christmas Story by 'Roots' Author Alex Haley Coming This Fall
New Philip Marlowe Stories by 23 Writers Coming from Knopf
Morrow Acquires Book On American Food by Larry Forgione
Dell Signs Three-Book Contract With Jacqueline Briskin
Paperback Books: Well-Known Authors Introduce New Ones in Collier's 'Hot Type' Short Fiction Collection
Berkley to Publish Three Anthologies of Women Mystery Writers; First Is Due in May

BOOKSELLING.............. 40
PW Annual Business Survey: Summer of '88: Few Booksellers Burned
Sales get serious as readers beat the heat with 'A Brief History of Time' and 'The Power of Myth'

MARKETING 45
History of Book Marketing III: The '20s and '30s: Innovations in advertising and promotion followed by price wars and title cutbacks

BOOK DESIGN & MANUFACTURING 49
Playing a Numbers Game At Library of America
In its sixth year, the Library is learning new lessons in survival
Manufacturing Front

PW INTERVIEWS 55
Don DeLillo

FORECASTS 57
Fiction........................ 57
Nonfiction 62
Paperbacks 66

COLUMNS

Highlights 13
Calendar................... 14
People 20
Rights 37
Talk of the Trade 44
Southern Spotlight......... 54
My Say: *Lynn Wenzel and Carol Binkowski* 52
Weekly Exchange 74
Paperback Bestsellers...... 80
Hardcover Bestsellers...... 82

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

CROSS CURRENTS

Belatedly we have learned that Edwin Seaver, at one time a well-known literary reviewer for both the mainstream and leftwing press and an editor and vice-president with George Braziller Inc. from 1959 to 1975, died last December at the age of 87 in Paris, where he had lived for a number of years. With his wife Anna Vera Bass he founded the little magazine *1924*, which published William Carlos Williams, Yvor Winters, Waldo Frank and Kenneth Burke, among others. Because of Seaver's connections with *New Masses*, which he helped found, and with the *Daily Worker*, where he was literary editor, he was hauled up before Roy Cohn and the House Un-American Activities Committee in 1955. "I was *not* a member of the Communist Party," he later wrote, "and have always thought it odd that people assumed I was, whereas nobody ever charged me with being a member of the Republican Party when I was writing for the *New York Evening Post* and the *Sun*." George Braziller remembers him as a good friend and a fine novelist (*The Company* and *Between the Hammer and the Anvil*). "But his real strength was in dealing with authors as a working editor," Braziller said. "His tolerance, patience and understanding were remarkable."

Nancy Evans, president of Doubleday, has agreed to serve as mentor to an as-yet-unknown aspiring young woman in publishing. As part of its Mentor Program, Clairol is sponsoring a national search for the aspirant, who will receive $1000 and an all-expenses-paid trip to New York City in January where she will meet Evans at an award luncheon. Mentoring relationships are also being forged in nine other careers: advertising, finance, culinary arts, education, fashion, journalism, law, real estate and small business. Aspirants should send a statement of 100 words or less on the value of mentoring to the Clairol Mentor Program, c/o the National Women's Economic Alliance Foundation, 1440 New York Ave., N.W., Washington, D.C. 20005.

To find out how hot recent media mergers-and-acquisitions activity really is, Henry Ansbacher, the New York investment bank that specializes in such transactions, compared publishing and printing deals with those of two other industries: electronics and banking. Two different periods were studied to show any effect of the October Wall Street crisis. While the number of deals for the media group barely changed, the dollar volume of those transactions soared.

	Aug.-Dec. 1987	Jan.-May 1988
Media Group		
Number of Deals	15	14
Dollar Volume	$4,098,421,000	$13,860,861,000
Multiple of Revenue	2.63	3.71
Electronics Group		
Number of Deals	25	11
Dollar Volume	$7,500,634,000	$969,541,000
Multiple of Revenue	1.06	1.40
Banking Group		
Number of Deals	39	18
Dollar Volume	$5,635,484,000	$3,264,809,000
Multiple of Revenue	1.19	1.29

Senate Actions Address Teaching Of Homosexuality, Science

The U.S. Senate has taken action in two separate appropriations bills to have the federal government step into an area it previously has avoided: the influencing of teaching materials selected by the nation's schools. One amendment addresses the alleged promotion of homosexuality; the other seeks an evaluation of science textbooks.

On an 82–15 vote, Sen. Gordon Humphrey (R., N.H.) won approval on July 27 for an amendment to a bill appropriating funds for the Education Department. The amendment calls for barring usage of any of the funds for teaching materials that appear to promote homosexuality.

The Humphrey amendment states: "Notwithstanding any other provision of this act or amendment thereof, none of the funds made available by this act shall be used in materials, curriculums, or programs that promote or encourage homosexuality, or to use words stating that homosexuality is 'normal,' 'natural,' or 'healthy.' "

Humphrey argued during debate on the amendment that it resulted from use of a federal grant by a clinic in New Hampshire to develop a program to involve male adolescents in family planning activities. He said the curriculum set up with the funds "embarks on an effort which seeks to be 'affirming of gay and lesbian youth' and to 'focus on homophobia as a problem.' "

Opponents, led by Sen. Lowell Weicker (R., Conn.) argued that the amendment was a blatant effort to deny aid to victims of AIDS. Sen. Alan Cranston (D., Calif.) said it "could be interpreted in ways that could chill efforts to educate people in how to avoid the worst health threat that we have known in our times in this country . . . . "

Earlier, while considering an appropriations bill for funds to the National Science Foundation, among other federal agencies, the Senate instructed the NSF in an accompanying report to inform the Senate Appropriations Committee by January 1 on how the federal government can evaluate the quality of teaching materials.

The report said the committee "is concerned over recent reports that textbooks and other teaching materials are less than adequate, despite a substantial federal investment in the creation of science teaching tools. The committee believes that this may be accounted for in part by an institutional failure to objectively evaluate the strengths and weaknesses of teaching materials once they have been developed.

"Consequently, the committee directs the NSF to forward a report to the committee before January 1, 1989, setting forth the steps currently being taken to evaluate the quality of teaching materials, and to promote the use of materials of superior quality. This report should also suggest what additional steps might be taken to improve the evaluation and distribution process."

The Appropriations Committee report about the NSF does not have the force of law, but generally is followed by the executive branch. The Humphrey amendment is attached to legislation that must be reconciled with a separate measure passed earlier by the House. —H.F.

NEW VENTURES

VIPS Inc. has introduced The Optimum Publishing System (TOPS), the IBM mainframe version of the CSSC Publishing Management System for order processing and subscription fulfillment. VIPS is located at 54 Scott Adam Rd., Hunt Valley, Md. 21030-3217; (301) 667-8477. ☐

c1852-2
8/29/88 A

CHILDREN'S
BESTSELLER
OSTER INSIDE

Cookbook Special: Round-up of Fall Titles & A Look at Trends
Children's Book Scene • Chapter Two in Charleston • Index to Forecasts

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* AUGUST 26, 1988 $2.50

*********SAMPLE**** 5-DIGIT 20814
PW CNG9ESS520I029 CPS 001 1527
CONGRESSIONL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814

BLACK SAND
a novel by the author of
ONE POLICE PLAZA and SUSPECTS
CROWN PUBLISHERS Inc.
WINTER 1988-89

*B*lack *S*and

by *W*illiam *J.* Caunitz

WILLIAM J. CAUNITZ
BLACK SAND
The author of ONE POLICE PLAZA and SUSPECTS

© Jerry Bauer

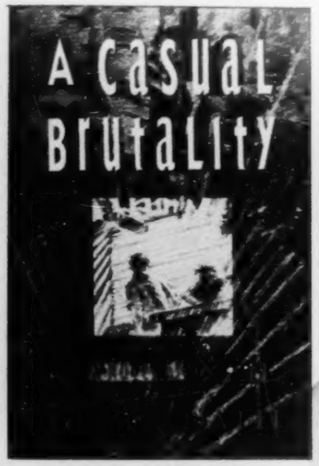
In 1984 Crown published *One Police Plaza* by William Caunitz, then an unknown New York City policeman. Caunitz followed with *Suspects* in 1986. Both books have become international best sellers and both have sold more than 2.5 million copies.

Caunitz's sensational new novel begins with a massacre in a Greek seaside resort, an atrocity that sets off a deadly struggle to find a stolen ancient artifact. The search leads two policemen—Det. Lt. Teddy Lucas of the New York Police Department and Maj. Andreas Vassos of the Hellenic National Police—through their own underworlds and into the vicious games played by multimillionaire collectors. Assisting them are a KGB officer responsible for liaison with the NYPD, a stunningly beautiful expert on ancient manuscripts, and a wonderfully mixed bag of New York cops. *Black Sand* is a compelling, high-speed narrative that will capture readers from the very first page. 448 pages. • 150,000-copy first printing and $100,000 national launch budget • National author tour • Promotional galley • March. (571323) $17.95. 12-copy display unit (572265) $215.40

CROWN PUBLISHERS, INC.

A Casual *B*rutality

by *N*eil *B*issoondath



Anne Marcoux

"A writer already almost awesomely mature." (*Financial Times*) "He has engaged his art to the dangerous forces that sway the world." (*Washington Post*) "I'm staggered by the talent." V.S. Naipaul (About Bissoondath's collection of short stories, *Digging Up the Mountains*)

Naipaul's nephew has written a novel of tremendous power and linguistic grace about a man's personal dilemma in the face of political disintegration. Raj Ramsingh, a doctor who returns to his birthplace of Casaquemade; his psychological dislocation in the face of increasing violence and the inevitable tragedy that results. A book that asks: is it possible for a good man to live a good life in a place going bad. A rich, compelling narrative, almost mezmerizing in its intensity. • 30,000-copy first printing and $30,000 national launch budget • Author tour • Call 212-254-1600, X 775 for an advance galley! • Promotional postcards • New Voices in Fiction •

CLARKSON N. POTTER, INC.
A MEMBER OF THE CROWN PUBLISHING GROUP

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

2

Publishers Weekly

VOLUME 234 NUMBER 9
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

AUGUST 26, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associcte Editor*

TRADE NEWS
William Goldstein, *Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

HOW-TO FORECASTS
Molly McQuade, *Editor*

ART DIRECTOR
Maureen R. Gleason

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Susan Caputo,
Victoria Cervantes, Deborah Vanna,
Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

New Tastes in Cookbooks 20
The season's offerings serve up a banquet of tasty recipes and appetizing illustrations
By Karole Riippa

Fall Cookbooks, 1988: A Listing 30

DEPARTMENTS

NEWS OF THE WEEK 14
Random House to Acquire Crown Publishers Group
Baensch to Direct Publishing At American Institute of Physics
Judge Restrains Cheever Stories in Unusual Case of Split Jurisdiction
Books as News to Be Featured on 'USA Today' TV Program
Former CIA Director Fights Secrecy Pledge: A 'Gross Abuse' of Free Speech

CHILDREN'S BOOK SCENE 55
Asking Around: A Bookseller's Survey
Knopf Expands Paperback Line To Three Imprints
Broadening the List: Bantam Launches Little Rooster
Children's Book Author/Illustrator Starts Book/Card Line
Children's Book Council Offers Book Week Tie-Ins
Eleanor Estes: 1906–1988
Children's Bestseller List

BOOKSELLING 48
Chapter Two: A Dream Come True: After switching careers, a newcomer to bookselling creates a literary niche in the heart of historic Charleston, S.C.

TRADE NEWS 64
Paperback Books: Penguin Publishing Paperback of 'And the Band Played On' with Update by Shilts
Theatre Communications Group Publishing Pulitzer Prize Play 'Driving Miss Daisy'
Hardcover Books: Doubleday Announces Third Book by Bill Cosby
Crown Publishing Anthology of Poetry on AIDS

PW INTERVIEWS 68
Philip Roth

FORECASTS 70
Nonfiction 70
Fiction 74
Paperbacks 79
Children's Books 84

COLUMNS

Highlights 13
Rights 19
Gallup Survey 29
Independent Publishing 66
Weekly Exchange 96
Paperback Bestsellers 100
Hardcover Bestsellers 102

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brasil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

THE GALLUP SURVEY

BY LEONARD WOOD

Who's Buying the Cookbooks?

Food is an essential part of everyday life. Perhaps that's why the cookbook market has been so remarkably consistent in the past four years. Since 1984 one in 20 of all nonfiction purchases (5%) has been a cookbook.

Traditionally, women in America have done the cooking. A recent Gallup survey found that only one in five men (21%) claimed to be the household's primary meal preparer. So, it's not surprising that more than two-thirds of cookbook buyers (68%) in 1987 were women; this proportion of women consumers was even higher than that observed among all book buyers (56%). Among these female customers, larger proportions of cookbook consumers (44%) than general book buyers (37%) were not employed outside the home. (See Table.)

In the same survey, cookbook buyers were concentrated among 35–49-year-olds (41%), but only three in 10 average consumers (31%) fell into this age group. As was true of all book buyers (60%), the largest proportion of cookbook consumers (62%) were college educated.

Cookbooks have certain characteristics that distinguish them from other books. Whereas most books bought in 1987 were softcovers (60%) rather than hardcovers (39%), cookbooks were evenly divided among paperbacks (50%) and hardcovers (50%).

1987 Consumer Profiles	% All Book Buyers	%Cook–book Buyers
SEX		
Male	44	32
Female	56	68
AGE		
18–24 years	16	8
25–34 years	27	28
35–49 years	31	41
EDUCATION		
College	60	62
High school	31	22
Nongraduate	8	16
INCOME		
$30,000–up	53	57
$20,000–29,999	23	19
$10,000–19,999	17	16
Under $10,000	7	8
WOMEN'S STATUS		
Full time	48	49
Part time	15	7
Not employed	37	44
REGION		
East	26	27
Midwest	24	27
South	26	22
West	24	24

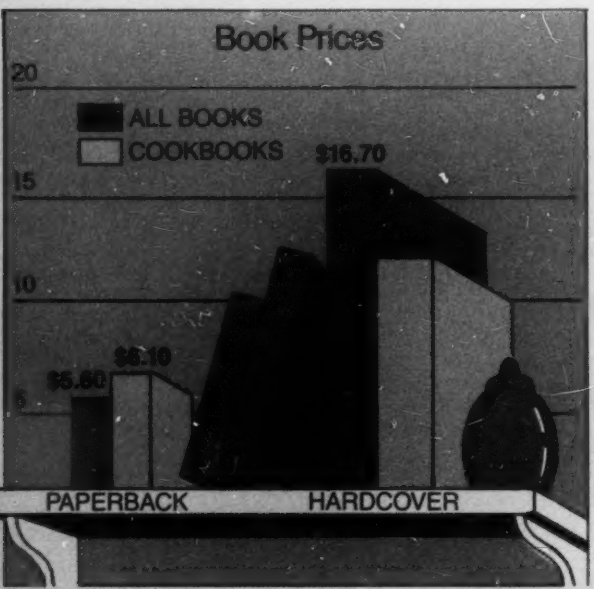
NOTE: *Results for all data are based on 10,180 telephone interviews conducted among a nationally representative sample of adults (age 18 and older) throughout in 1987.*

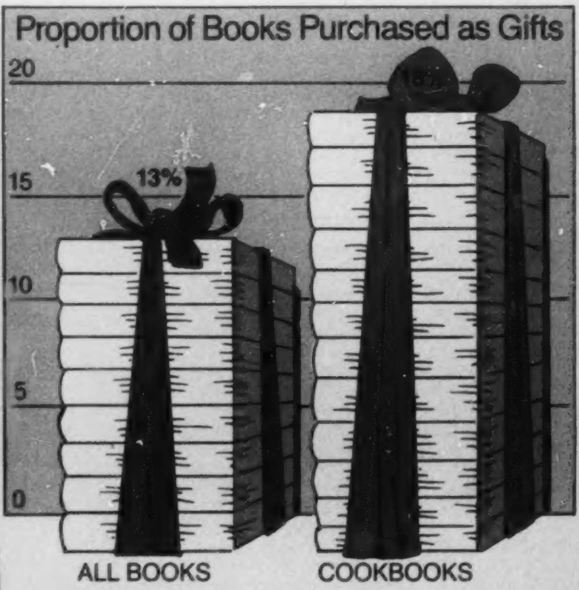
Perhaps because a larger than average proportion of cookbooks were in hardcover, these volumes also had a greater than average likelihood of being discounted. In 1987, three in 10 of all books (30%) were obtained at a discount, but more than four in 10 cookbooks (44%) were off-price volumes. Still, a majority of both cookbooks (56%) and books in general (66%) were purchased at the regular price.

The average price paid for a 1987 paperback cookbook was $6.10, 9% higher than the overall paperback average of $5.60. The price of hardcover cookbooks ($12.80) was 23% lower than the cost of the average hardback ($16.70). (See Chart below left.)

As was true of books in general (55%), the majority of cookbooks (54%) were purchased in bookstores, but discount stores were responsible for the sale of twice the proportion of cookbooks (18%) as books overall (9%). Book clubs accounted for 7% of the sales of all cookbooks and general books.

Nearly one in five (18%) of the cookbooks bought last year were intended as gifts; about one in eight (13%) books in general were bought for this purpose. (See Chart below right).





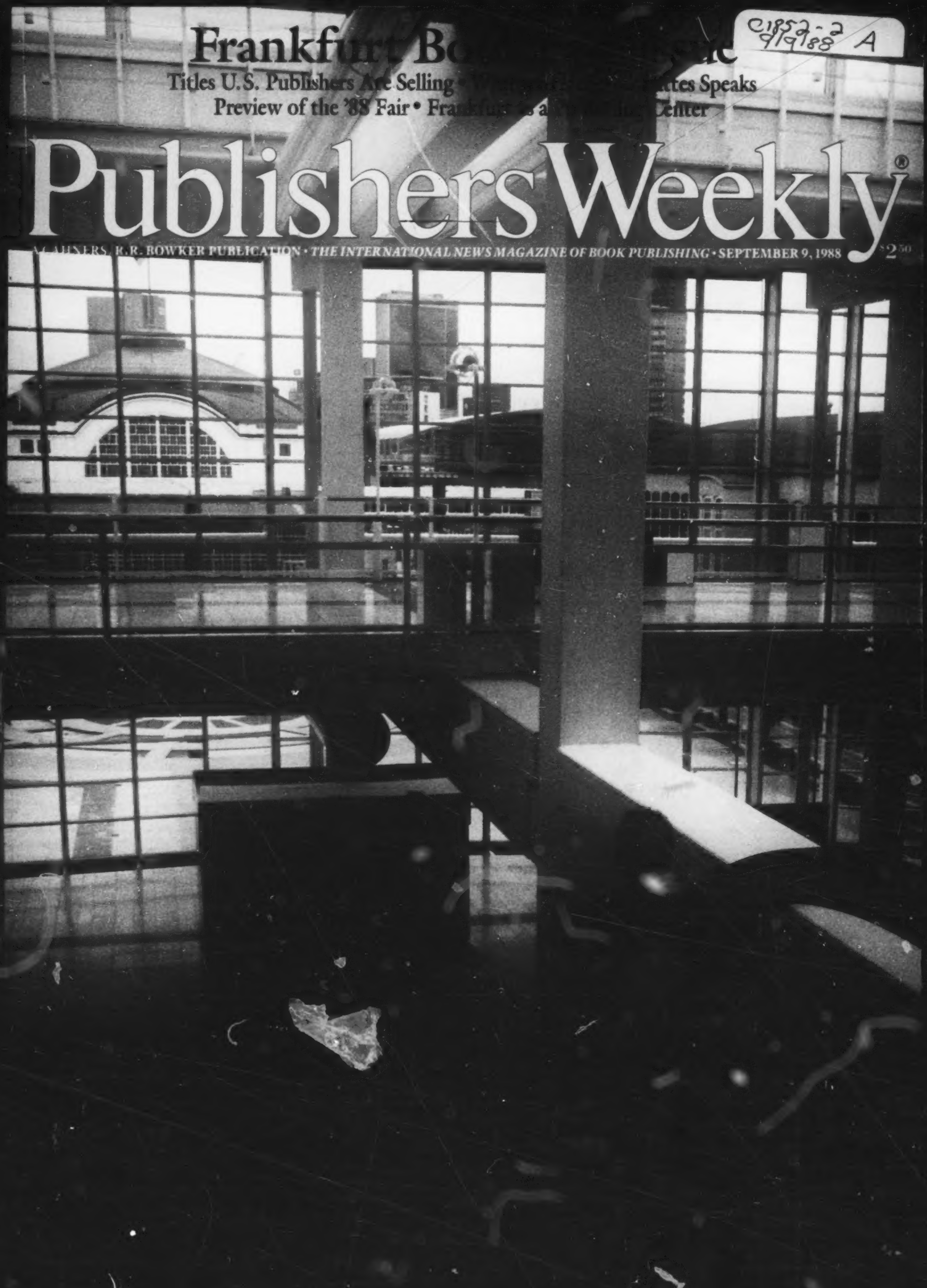
C1852-2
9/9/88 A

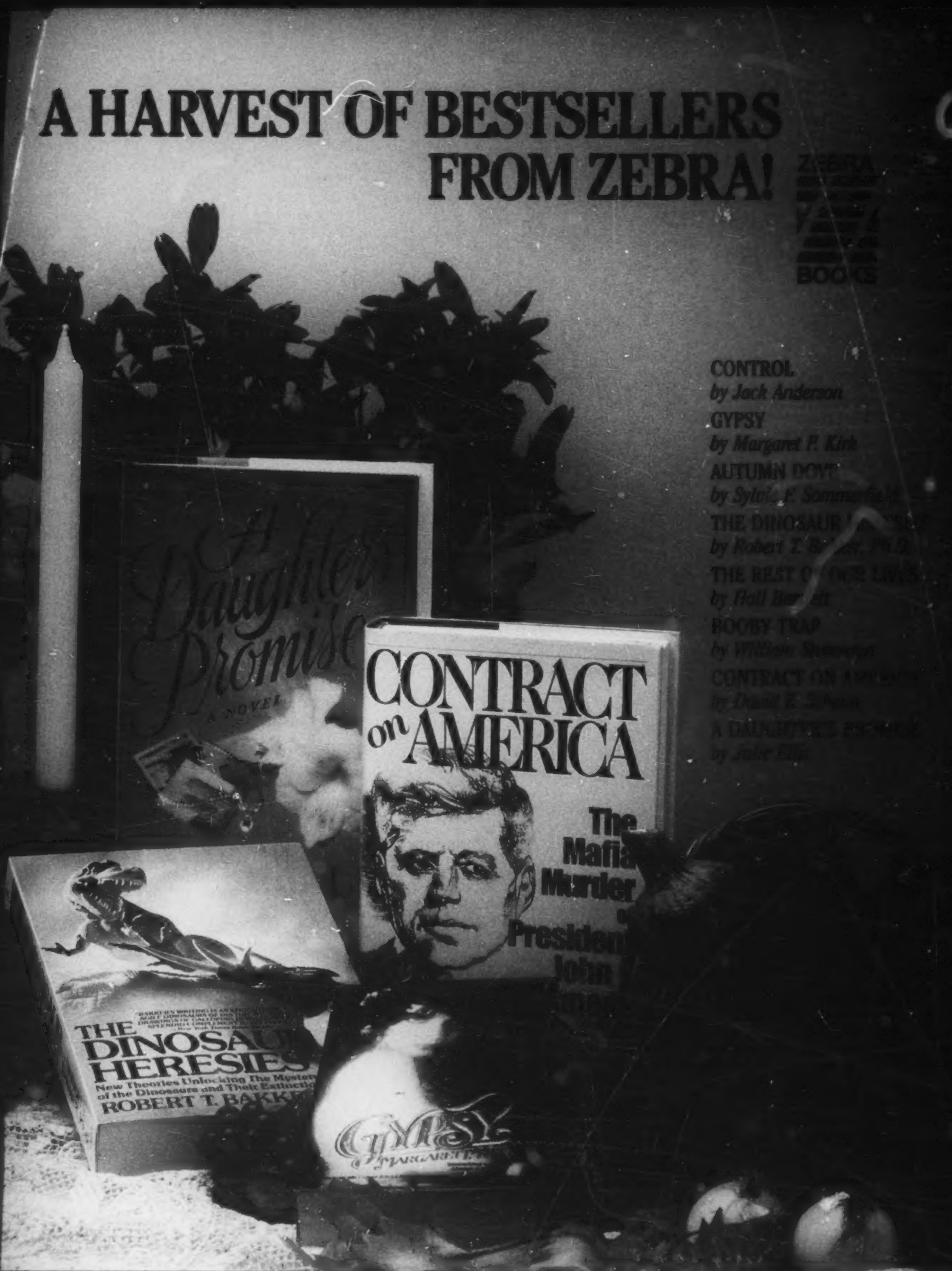
Frankfurt Bo[illegible]ue

Titles U.S. Publishers Are Selling • W[illegible]ttes Speaks
Preview of the '88 Fair • Fra[illegible] a[illegible]enter

Publishers Weekly®

A CAHNERS/R.R. BOWKER PUBLICATION • *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* • SEPTEMBER 9, 1988 $2.50




A Daughter's Promise
A NOVEL
CONTRACT on AMERICA
The Mafia Murder of President John
THE DINOSAUR HERESIES
New Theories Unlocking The Mystery of the Dinosaurs and Their Extinction
ROBERT T. BAKKER
GYPSY
MARGARET P.

A HARVEST OF BESTSELLERS FROM ZEBRA!

ZEBRA BOOKS

CONTROL
by Jack Anderson
GYPSY
by Margaret P. Kirk
AUTUMN DOVE
by Sylvie F. Sommerfield
THE DINOSAUR HERESIES
by Robert T. Bakker, Ph.D.
THE REST OF OUR LIVES
by Hall Bartlett
BOOBY TRAP
by William Stevenson
CONTRACT ON AMERICA
by David E. Scheim
A DAUGHTER'S PROMISE
by Julie Ellis

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 11
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

SEPTEMBER 9, 1988

PUBLISHER
Neil A. Perlman
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*
NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*
TRADE NEWS
William Goldstein, *Editor*
Greg Corcoran, *Associate Editor*
BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*
CHILDREN'S BOOKS
Diane Roback, *Editor*
FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*
FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*
PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*
HOW-TO FORECASTS
Molly McQuade, *Editor*
ART DIRECTOR
Maureen R. Gleason
RESEARCH LIBRARIAN
Miriam Phelps
ADMINISTRATIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser
U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)
INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)
DIRECTOR OF ART DEPARTMENT
Barrie Stern
DIRECTOR OF PRODUCTION
Robert Elder
EDITORIAL PRODUCTION MANAGER
Nancy Brown
PRODUCTION EDITORS
Cheryl Brown, Susan Caputo,
Victoria Cervantes, Deborah Vanna,
Ann Yazejian
ADVERTISING PRODUCTION MANANGER
Lorena Parrish
ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell
ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo
DIRECTOR, ADVERTISING SALES
Alan Schlanger
CLASSIFIED ADVERTISING MANAGER
Frieda Johnson
PUBLISHING MARKETPLACE MANAGER
Jane Belostock
CIRCULATION DIRECTOR
Joan Roman
CIRCULATION MANAGER
Christine Duffy

FEATURES

FRANKFURT '88

Solving the Problems of Size 71

Americans at the Fair: A Listing 73
Compiled by Bella Stander

Germany's Publishing Provinces 95
By Herbert R. Lottman

Germans at the Fair: A Listing 100
Compiled by Ursula Bender and Bella Stander

The World of Hachette:
A Talk with Jean-Claude Lattès 102
By Herbert R. Lottman

U.S. Exports, Imports: 1987 Figures 105
By Chandler B. Grannis

International Book Fairs 1989 107

DEPARTMENTS

NEWS OF THE WEEK 66

Publishers Applaud New Trade Bill

Sen. DeConcini Expects Senate to Pass Berne Bill in September

Viking to Pay Book Freight Charges

Small Publishers' Books Chosen for Frankfurt Book Fair

Demetriou to Sell Foreign Rights for Authors & Artists Agency

House Votes to Fund Library Conference

Obituaries:
Martin B. Sweeney, Timothy F. McGinnis, Irving Mansfield

BOOKSELLING............108

Literaturhandlung Promotes Understanding and Knowledge: Founded in 1982, a bookstore devoted to Jewish themes finds a home in Munich

PW INTERVIEWS 111

Elizabeth Spencer

FORECASTS 113
- Nonfiction 113
- Fiction.......................118
- Paperbacks 125
- Children's Books 130

COLUMNS

Highlights 63
Letters 64
Calendar.................... 64
People 70
Weekly Exchange 142
Paperback Bestsellers.....146
Hardcover Bestsellers.....148

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD, London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Balancing the Books

U.S. Exports, Imports Almost Equal in 1987

BY CHANDLER B. GRANNIS

In 1987, following a year in which U.S. book imports exceeded exports for the first time in memory, the latter recovered enough to bring the two totals almost into balance. Shipments of American books abroad were at least $739.3 million in value, while book imports came to about $743.8 million. The export-to-import ratio for 1987 was therefore about 49.8 to 50.2, compared with 46 to 54 in 1986. In contrast, the 1982 exports had shown a 67 to 33 ratio to imports.

According to William F. Lofquist of the International Trade Administration, U.S. Department of Commerce, the export trend is increasingly favorable. In the first five months of 1988, he reports, book exports rose 20%–25% in both dollars and units, while imports were up about 10% in dollars and down about 5% in units. [Lofquist has supplied *PW* with Department of Commerce printouts from which we have produced the tables shown here.]

The 1987 export totals were 22.4% higher in dollar value than those of 1986; the import figure also rose, but by only 6%. America's actual international trade in books is larger than the figures shown here can indicate, but how much larger is impossible to say; the U.S. Department of Commerce, which compiles the figures, does not take account the undoubtedly sizable number of export shipments valued under $500, or of import shipments valued under $250.

Table A shows export increases in most Department of Commerce categories, with declines in the Bibles and Encyclopedias groups. Table B shows increases in all reported categories except books in languages other than English.

Shifts in business with individual countries show interesting differences. Table C shows major increases in 1987 export sales to Taiwan, Canada, Japan, U.K., India, Brazil, Saudi Arabia and other nations, and sharp declines in shipments to China (P.R.) and Mexico.

Imports from various countries, Table D, indicate spectacular increases in 1987 for Korea (Rep.), Tai-

TABLE A

1986–1987 U.S. BOOK EXPORTS
Shipments Valued over $500

	$ 1985	$ 1986	% CHG.	1985 UNITS	1986 UNITS	% CHG.
Bibles, Testaments & Other Religious Books (2703020)	$ 33,874,307	$ 31,768,687	-6.2	46,275,876	37,722,886	-18.5
Dictionaries & Thesauruses (2703040)	4,725,970	5,528,987	+17.0	742,196	798,145	+7.5
Encyclopedias (2703060)	32,356,436	29,567,216	-8.6	5,536,458	4,587,352	-17.1
Textbooks, Workbooks & Standardized Tests (2703070)	112,377,028	140,853,541	+25.3	16,347,662	19,158,094	+17.2
Technical, Scientific & Professional Books (2703080)	156,555,078	194,187,973	+24	29,857,731	38,625,832	+29.4
Paperbound Mass Market Books (2704020)	40,898,773	51,845,636	+28.8	33,299,603	43,574,972	+30.9
Books Not Specially Provided for (2704040)	210,787,351	269,796,403	+28.0	87,205,160	114,410,535	+31.2
Children's Picture & Coloring Books (7375200)	7,555,664	9,274,858	+22.8	–	–	–
TOTAL EXPORTS	**$604,033,069**	**$739,314,267**	+22.4	–	–	–

SOURCE for Tables A, B and C: Department of Commerce; compiled by the writer from printouts supplied by William S. Lofquist, Industry Specialist (Printing and Publishing), International Trade Administration

wan and Singapore, and large increases for Hong Kong, Israel and Colombia. Several of these countries have recently increased the amount of printing they are doing for U.S. publishers, which is reflected in the figures. This, as Lofquist points out, is partly because the demise of the manufacturing clause in the copyright law makes it possible to buy more printing abroad, and partly because governments in these countries are giving support to their printers.

Some of the same countries that print for U.S. publishers are also among those that are buying more U.S. books—because of both the decline in the dollar and U.S. government efforts to combat massive book piracy. ☐

TABLE B

1986–1987 U.S. BOOK IMPORTS
Shipments Valued over $250

	$ 1986	$ 1987	% CHG.	1986 UNITS	1987 UNITS	% CHG.
Bibles, Prayerbooks (2702520)	$ 15,038,156	$ 16,086,429	+ 7.0	12,859,531	14,049,275	+ 9.3
Books, Foreign Language (2702540)	37,738,941	35,278,985	- 6.5	22,114,817	22,442,193	+1.5
Books, Not Specially Provided for, wholly or in part the work of an author who is a U.S. domiciliary (2702560)	26,128,615	29,850,263	+14.2	57,982,639	58,633,432	+1.1
Other Books (2702580)	607,969,899	644,708,677	+ 6.0	510,550,155	505,322,125	–1.0
Children's Picture & Coloring Books (7375200)	14,567,999	17,891,266	+22.8	–	–	–
TOTAL IMPORTS	**$701,438,610**	**$743,815,620**	**+ 6.0**	–	–	–

TABLE C

1986–1987 U.S. BOOK EXPORTS
Shipments Valued over $500

	$ 1986	$ 1987	% CHG.
Canada	$206,203,780	$289,741,297	+40.5
United Kingdom	79,067,346	109,132,002	+38.0
Australia	56,945,259	58,194,896	+2.2
Japan	34,827,058	50,514,449	+45.0
Netherlands	22,177,779	23,592,807	+6.4
W. Germany	14,467,329	17,930,210	+23.9
India	10,477,379	13,890,950	+37.5
Brazil	9,702,609	13,322,612	+37.3
France	9,913,069	11,730,366	+18.3
Philippine Rep.	9,624,891	11,671,740	+21.3
Mexico	15,799,004	11,654,640	-26.2
Singapore	10,477,379	10,810,067	+3.2
Rep. South Africa	6,860,296	8,036,522	+17.1
Ireland	7,345,706	7,764,495	+5.7
China (PRC)	17,505,469	5,913,697	-66.2
Hong Kong	5,550,831	5,869,945	+5.7
New Zealand	4,523,415	5,743,458	+27.0
Italy	4,122,343	4,950,574	+20.1
Saudi Arabia	3,516,641	4,740,794	+34.8
China, Taiwan	2,842,508	4,470,620	+57.3
*TOTAL	$604,033,669	$739,314,267	+22.4

*Includes figures for the countries not specifically listed here

TABLE D

1986–1987 U.S. BOOK IMPORTS
Shipments Valued over $250

	$ 1986	$ 1987	% CHG.
United Kingdom	$175,113,256	$188,301,480	+7.5
Japan	125,925,445	129,344,395	+2.7
Canada	104,293,065	97,354,793	-6.7
Hong Kong	54,284,854	74,542,998	+37.3
Italy	47,908,722	42,796,144	-10.7
W. Germany	35,037,710	36,400,360	+3.9
Singapore	15,953,384	26,363,319	+65.3
Korea, Rep.	7,880,650	14,399,067	+82.7
Netherlands	12,760,656	13,953,242	+9.3
Belgium	18,160,365	11,783,656	–35.1
France	12,362,195	11,431,722	-7.5
China,Taiwan	6,289,152	10,713,170	+70.3
Switzerland	10,344,613	7,682,728	-25.7
Mexico	8,942,945	6,742,875	-24.6
Israel	4,433,522	5,897,993	+33.0
Colombia	4,164,476	5,383,768	+29.3
*TOTAL	$701,438,619	$743,815,620	+6.0

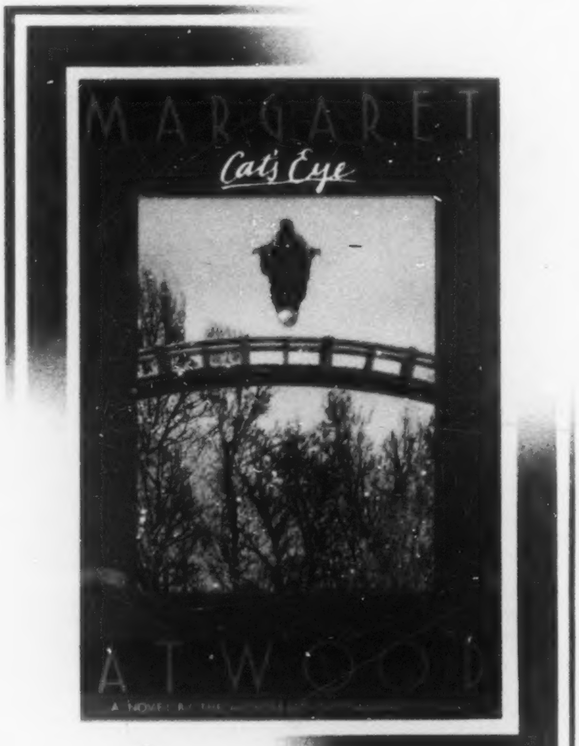
*Includes figures for the countries not specifically listed here

C1852 -2 A
9/15/88

What Publishing People Earn: First Annual PW Salary Survey
Finding—and Paying—Good Bookstore Help • Index to August Forecasts
Professional Publishing: The Looseleaf Approach

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* SEPTEMBER 16, 1988 $2.50



Winter '89

Doubleday

************ 5-DIGIT 20814
PW LNG 1ESS20JOL5 SAMPLE L XE CE 1
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

Best Authors

© Laurence Acland

Cat's Eye

MARGARET ATWOOD

In her first novel since the internationally acclaimed bestseller *The Handmaid's Tale,* Margaret Atwood leads Doubleday's Winter list with a new book which is by turns disturbing, hilarious, acerbic, evocative, and mordant—her most deeply felt work of fiction to date.

Set in contemporary Toronto, CAT'S EYE is the haunting and brilliant story of Elaine Risley, a painter who returns to the city of her youth for a retrospective of her work only to be confronted by vestiges of her troubled past. As she roams the city's prosperous streets searching for the long missing parts of her life, Elaine's past and present fuse in an astonishing conclusion, and the conflict between Elaine's desire for revenge and her quest for forgiveness is movingly resolved.

An unexpected and brilliantly realized departure from her previous works, CAT'S EYE is vintage Margaret Atwood.

Main Selection of the Book-of-the-Month Club • 100,000 copy first printing • Major national advertising • National coop title • Four-color point-of-purchase easel-backed poster • February • $17.95 • 26007-5

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 12 *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* SEPTEMBER 16, 1988
ISSN 0000-0019

PUBLISHER
Neil A. Perlman
EDITOR-IN-CHIEF
John F. Baker
EXECUTIVE EDITOR
Daisy Maryles
MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*
NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*
TRADE NEWS
William Goldstein, *Editor*
Greg Corcoran, *Associate Editor*
BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*
CHILDREN'S BOOKS
Diane Roback, *Editor*
FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*
FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*
PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*
HOW-TO FORECASTS
Molly McQuade, *Editor*
ART DIRECTOR
Maureen R. Gleason
RESEARCH LIBRARIAN
Miriam Phelps
ADMINISTRATIVE ASSISTANT
Isabell L. Taylor
CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser
U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)
INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)
DIRECTOR OF ART DEPARTMENT
Barrie Stern
DIRECTOR OF PRODUCTION
Robert Elder
EDITORIAL PRODUCTION MANAGER
Nancy Brown
PRODUCTION EDITORS
Cheryl Brown, Susan Caputo,
Victoria Cervantes, Deborah Vanna,
Ann Yazejian
ADVERTISING PRODUCTION MANANGER
Lorena Parrish
ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell
ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo
DIRECTOR, ADVERTISING SALES
Alan Schlanger
CLASSIFIED ADVERTISING MANAGER
Frieda Johnson
PUBLISHING MARKETPLACE MANAGER
Jane Belostock
CIRCULATION DIRECTOR
Joan Roman
CIRCULATION MANAGER
Christine Duffy

FEATURES

PW's First Annual Salary Survey
Publishing Pay:
A Slow Start and a Low Top 20
The news is as bad as you thought; publishing is not one of the better-paid professions
Survey by Mary Connors; commentary by John F. Baker

DEPARTMENTS

NEWS OF THE WEEK 11
Bennett Calls for High Reading Goals for Elementary Schools
Nancy Coffey Named to Top Post at Contemporary
Hachette to Purchase Spanish Publisher Salvat
Welsh to Retire from Library of Congress
Electronic Publishing at Frankfurt
McGraw-Hill Buys Science Titles

TRADE NEWS 27
HBJ Celebrating Eliot Centenary with 'Letters' and Reissues
Two-Volume New Grove Dictionary of Jazz Coming in November
Warner Publishing 10 Books with Amistad Press
Spinsters/Aunt Lute Publishing November Book on Sharon Kowalski Controversy
Unpublished for 40 Years, Novel by Poet Thomas McGrath
Coming from Thunder's Mouth
Newmarket Launches Rack-Size Imprint

BOOKSELLING 34
Low Salaries and Wages Present Problems for Booksellers: An informal survey

PROFESSIONAL PUBLISHING 40
Looseleaf Subscription Services

BOOK DESIGN & MANUFACTURING 43
Innovative Approaches in the Publication of 'Body & Soul'

PW INTERVIEWS 58
Clyde Edgerton

FORECASTS.................. 61
Fiction.......................... 61
Nonfiction 70
Paperbacks 75
How-To 81

COLUMNS

Highlights 9
Letters 10
Calendar.................... 10
People 16
Talk of the Trade 26
Southern Spotlight 52
Dessauer Report 54
My Say: *Elyse Sommer* 56
Index to Forecasts 90
Weekly Exchange 93
Paperback Bestsellers...... 96
Hardcover Bestsellers...... 98

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

PW'S FIRST ANNUAL SALARY SURVEY

Publishing Pay

A Slow Start; A Low Top

SURVEY CONDUCTED BY MARY CONNORS; COMMENTARY BY JOHN F. BAKER

Book publishing, as those involved in it can ruefully testify, is not a high-paying career. The head of a house, be he or she owner, president or CEO, earns an average base salary of $100,000—after an average 21 years of experience. An editor, after eight years on the job, averages $28,000. Assistants in most departments, usually with a combination of secretarial and other responsibilities, average $16,000 to $17,000. And most vice-presidents in charge of departments do not exceed $60,000. As for annual raises, they are likely to be no more than 6% at a substantial majority of companies.

These are some of the findings in a major survey of publishing salaries recently conducted on behalf of *PW* by Cahners Research, the research arm of our parent company, Cahners Magazines. It will be annually updated, in an attempt to keep tabs on the changing economics of publishing, and to give people working in the field a sense of how their friends and colleagues are faring. The details—the first time, to our knowledge, that an extensive publishing salary survey of this kind has been made publicly available—should also give publishing managers a sense of where they stand in relation to other companies in terms of salaries, benefits and rewards for experience.

The following are some of the general highlights of the survey; detailed breakdowns of the figures are tabulated on the following pages, and the methodology is described in the box on page 21.

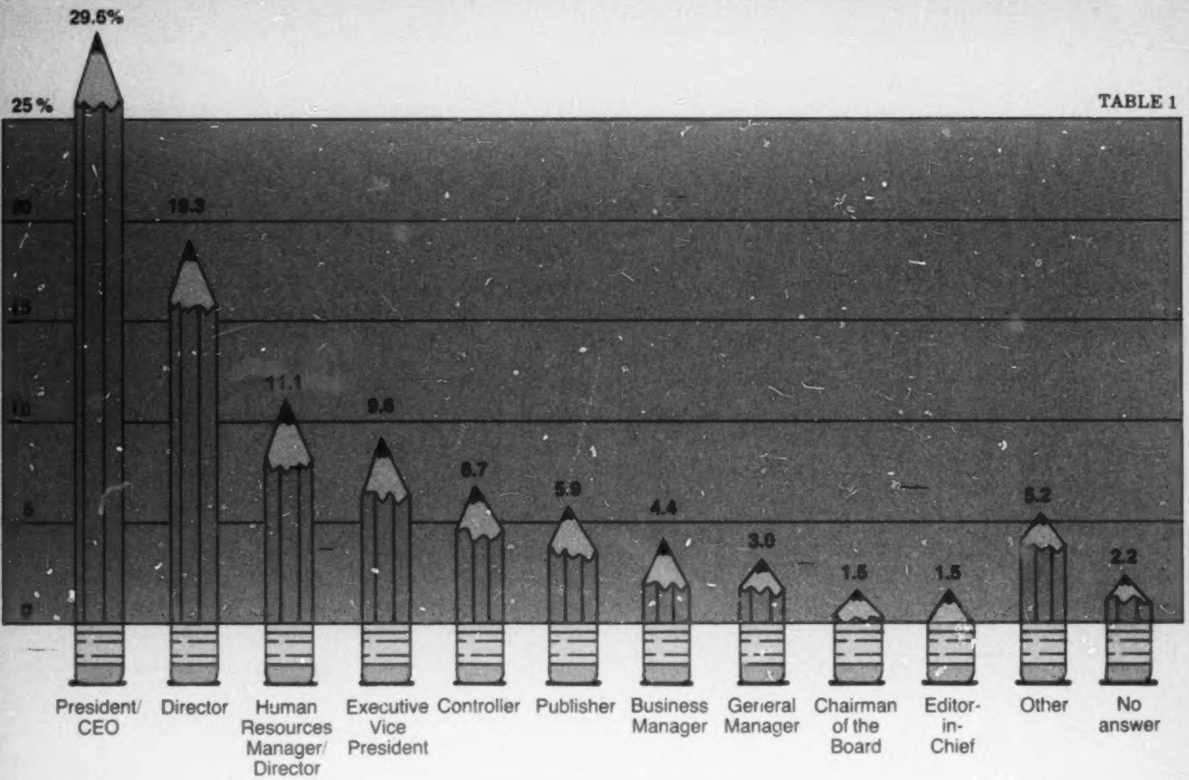
Company Size:
The average size among the companies surveyed was just over $20 million a year in gross sales, though the range was from under $1 million (11%) to over $100 million (3%) (Table 5). The average number of employees was 282 full-timers, 33 part-time or temporary employees—and both figures were, on average, expected to drop slightly in the course of this year. Once again, the range was considerable, with just over 5% of respondents having five employees or fewer, and nearly 10% having over 1000. Perhaps surprisingly, in view of how many publishing functions can be performed by part-time or temporary employees, two-thirds of the publishers surveyed had 10 or fewer part-timers (Tables 3 & 4).

Employees and Experience:
Respondents were asked how many people in the company were in each particular job, and how many years of experience they had. As expected, the heads of companies had the most average experience, over 21 years, with v-ps in the art department next, at over 19 years, followed by publishers, at 18.7 years, and production vice-presidents at 17.3 years. Company librarians were also old-timers, with an average 14.2 years, and so were personnel directors (15.5 years). Editors-in-chief had an average 13.1 years on the job (Table 2). Still, there were remarkable ranges here, from only a year or two up to 52 years for an owner/president and 40 for a chief financial officer.

Editorial and sales departments were by far the biggest, with an average of 15 people each. In editorial, the average department had an editor-in-chief, two executive (or senior) editors, a managing editor, four editors, four copy editors and three assistants; sales had a v-p in charge, a director, two managers and 11 sales reps. The marketing department averaged six people, art and production departments had

JOB TITLE OF RESPONDENTS

TABLE 1



three each, publicity had five, rights and permissions four (Table 2).

Pay and Benefits:

The ranges in salaries were extremely wide, reflecting the different sizes and natures of the publishing houses who responded to the survey. The base salary of the owner/president, for instance, ranged from a low of $30,000 to a high of $365,000, publisher from $30,000 to $190,000, editor-in-chief from $20,000 to $146,000, marketing v-p from $29,000 to $120,000. In view of these very wide swings, the average salaries are the ones we concentrated on, and these are set out in detail in Table 2.

Benefits and perquisites were far more standardized: almost everyone offered paid vacations and medical insurance (98%), 87% had company life insurance, 84% offered disability and 67% dental coverage. After that the perks thinned out, with fewer than half the companies offering overtime (48%) and even fewer a company car. Profit sharing was offered by fewer than a third (30%), an investment plan by 27% and health and fitness programs by only 17% (Table 7).

Salary Increases:

Nearly two-thirds of the publishers surveyed offered average annual salary increases of 6% or under in 1987, with the largest number (28%) averaging 5%, and 15% averaging 6%; interestingly, the numbers estimating that they would offer higher increases (4%–6%) in 1988 increased, while those offering 3% or under was expected to decline. At levels above 6%, the 1988 numbers were also expected to drop below those of 1987 (Table 6).

Summary:

Perhaps the biggest surprise about the report is not the low level of the starting salaries—people in publishing have long been accustomed to that—but how long it takes to work up to a salary above, say, $40,000—and how comparatively few jobs there are that can take an employee much beyond that salary level. Even the occasional anomaly of someone making much more than $100,000 occurred so infrequently that it could not boost the average base salary for anyone in publishing—even the head of the house—above that level.

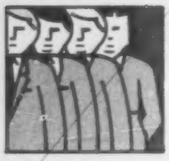
How the Survey Was Conducted

A questionnaire with a covering letter was sent out in late March to a sample of 530 book publishers selected at random from a database of all kinds of book publishers, spread throughout the country. A follow-up mailing went out in mid-April, and the study closed at the end of May. Altogether a total of 135 respondents completed the questionnaire, for a response rate of 25%. Nearly a third (29.6%) of the responses were prepared by the company president or CEO (Table 1). About a third (32.5%) of the respondents described their labor pool as being drawn from Manhattan and the surrounding New York boroughs and suburbs (they were not asked for precise location). Over 7% of the replies came from the Boston area, just under 7% each from the Chicago area and San Francisco Bay area, nearly 4% from the Philadelphia area and 3% each from Washington/Baltimore and Minneapolis/St. Paul. Other areas represented to a lesser extent include Los Angeles, Seattle, Atlanta and Dallas/Fort Worth. About 30% were not in any of these metropolitan areas.

TABLE 2

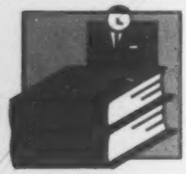
AVERAGE BASE SALARIES, NUMBER OF INCUMBENTS AND YEARS OF EXPERIENCE

CORPORATE STAFF



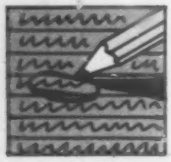
	Average Base Salary	Average Years of Experience
Owner/President (1)	$100,000	21.4
Chief Financial Officer (1)	$63,000	13.7
Executive/Senior Vice President (1)	$70,000	15.6

PUBLISHERS



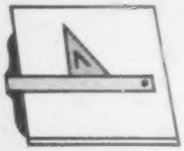
	Average Base Salary	Average Years of Experience
Publisher (1)	$77,000	18.7
Associate Publisher (1)	$56,000	16.8

EDITORIAL



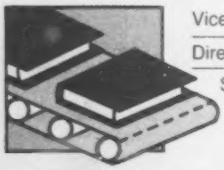
	Average Base Salary	Average Years of Experience
Editor-in-Chief (1)	$51,000	13.1
Executive Editor (2)	$43,000	12.8
Managing Editor (1)	$33,000	9.6
Editor (4)	$28,000	8.1
Copy Editor (3)	$23,000	6.8
Secretary/Assistant (3)	$17,000	4.1

ART DEPARTMENT



	Average Base Salary	Average Years of Experience
Vice President (1)	$60,000	19.3
Director (1)	$33,000	9.5
Secretary/Assistant (1)	$18,000	3.4

PRODUCTION DEPARTMENT



	Average Base Salary	Average Years of Experience
Vice President (1)	$55,000	17.3
Director (1)	$38,000	11.8
Secretary/Assistant (1)	$19,000	4.6

MARKETING DEPARTMENT

	Average Base Salary	Average Years of Experience
Vice President (1)	$62,000	11.5
Director (1)	$39,000	8.7
Manager (2)	$32,000	6.7
Secretary/Assistant (1)	$18,000	3.4

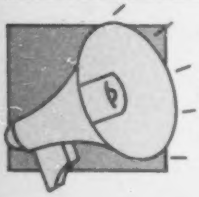
* Number in parentheses refers to average number of incumbents.

AVERAGE BASE SALARIES, NUMBER OF INCUMBENTS AND YEARS OF EXPERIENCE

SALES DEPARTMENT

	Average Base Salary	Average Years of Experience
Vice President (1)	$63,000	11.8
Director (1)	$45,000	10.5
Manager (2)	$32,000	7.3
Sales Representative (11)	$25,000	6.1

ADVERTISING/PUBLICITY DEPARTMENT



	Average Base Salary	Average Years of Experience
Vice President (1)	$41,000	5.5
Director (1)	$37,000	8.7
Manager (1)	$26,000	5.7
Secretary/Assistant (2)	$17,000	3.2

RIGHTS & PERMISSIONS

	Average Base Salary	Average Years of Experience
Vice President (1)	$41,000	10.3
Domestic Rights Director (1)	$32,000	8.3
Foreign Rights Director (1)	$25,000	5.3
Secretary/Assistant (1)	$16,000	5.1

TABLE 3

FULL-TIME EMPLOYEES

	Year-end 1987	Estimate 1988
Average employees:	282	270
1 - 5	5.2%	4.5%
6 - 10	9.6	8.9
11 - 20	17.0	19.3
21 - 25	11.9	5.9
26 - 50	14.1	20.8
51 - 100	13.3	11.9
101 - 500	16.3	17.0
501 - 1,000	2.2	2.2
1,001 or more	9.7	8.8
no answer	0.7	0.7

TABLE 4

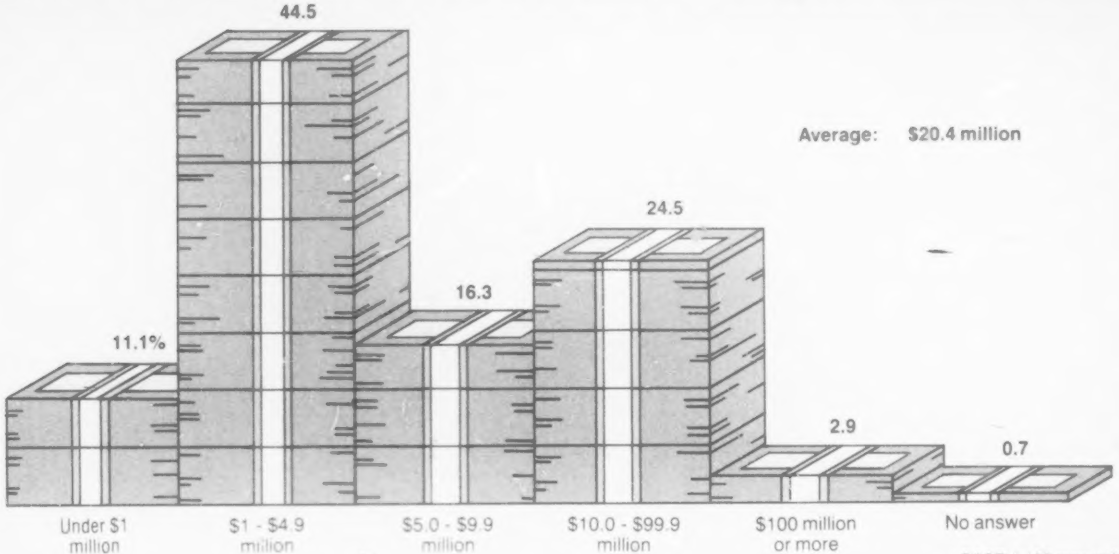
PART-TIME/TEMPORARY EMPLOYEES

	Year-end 1987	Estimate 1988
Average part-time employees:	33.6	31.8
1 - 5	44.5%	43.7%
6 - 10	20.8	17.8
11 - 20	5.9	11.9
21 - 35	2.6	3.0
36 - 50	2.2	0.7
51 - 100	2.2	3.0
101 or more	11.1	10.3
no answer	10.4	9.6

Charts by Paragraphics.

TABLE 5

RESPONDENT COMPANY'S 1987 GROSS SALES OR REVENUES



BASE: * 135 respondents

TABLE 6

AVERAGE SALARY INCREASE

	Year-end 1987	Estimate 1988
Less than 3%	6.7%	3.7%
3%	4.4	2.2
4%	9.6	11.1
5%	28.1	34.1
6%	15.5	17.0
7%	7.4	5.9
8%	10.4	8.9
9%	3.0	1.5
10%	7.4	8.9
11% or more	6.0	3.7
No answer	1.5	3.0
Average:	**6.6%**	**6.6%**

TABLE 7

BENEFITS AND PERQUISITES AVAILABLE

Benefit/Perquisite	AVAILABLE * #	%	Senior Management Only	Management Only	Management & Entire Staff
Medical	133	98%	2%	–	98%
Dental	91	67%	2%	1%	97%
Disability	144	84%	4%	2%	94%
Life Insurance	117	87%	3%	3%	94%
Paid Vacation	132	98%	1%	–	99%
Overtime	65	48%	–	–	100%
Profit Sharing	41	30%	7%	7%	86%
Investment Plan	36	27%	3%	11%	86%
Stock Options	20	15%	65%	5%	30%
Stock Discount	5	4%	–	–	100%
Pension	83	61%	4%	6%	90%
Signing Bonus	13	10%	46%	15%	39%
Longevity Bonus	11	8%	18%	9%	73%
Club Membership	18	13%	61%	11%	28%
Recreational Facilities	21	16%	9%	5%	86%
Fitness/Health Programs	23	17%	9%	4%	87%
Company Car	53	39%	75%	15%	10%
First Class Travel	12	9%	92%	8%	–

BASE: 135 respondents

* Those respondents who indicated that the benefit/perquisite is available in any one company. The three right-most columns details eligibility for benefits/perquisites.

THE DESSAUER REPORT

BY JOHN P. DESSAUER

Lively Consumer Retail Sales Spark Second Quarter

Good performances by juvenile titles and mass market paperbacks in the retail market led the industry to solid gains in the second quarter. The unit increases posted by juvenile hardbounds and paperbounds and mass market paperbacks were impressive and the low price inflation that made them possible was encouraging. By contrast, adult trade unit advances were inhibited by continuing price increases, and book club and mail order sales lagged behind consumer sales at retail stores. Also encouraging was the strength of professional and university press sales, although textbooks performed rather feebly. According to AAP reports, consumer book returns rates continue to be high, particularly for adult trade hardbounds.

Readers should note that the present report incorporates a revision of first-quarter data resulting from the release this summer of AAP's *1987 Statistics Report.* In other respects it still conforms to BISG's *Book Industry Trends* data base.

ESTIMATED PUBLISHERS' NET BOOK SALES—SECOND QUARTER 1988

Millions of Dollars and Units

	Apr.-Jun. 1988		Apr.-Jun. 1987		Percent Change		Jan.-June 1988		Jan.-Jun. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
Trade	829.3	179.29	742.9	168.70	11.6	6.3	1,524.3	331.42	1,333.5	310.50	14.3	6.7
Adult Hardbound	449.4	62.94	432.8	66.58	3.8	(5.5)	812.5	118.86	744.7	118.22	9.1	0.5
Adult Paperbound	194.2	44.07	173.9	45.66	11.7	(3.5)	399.0	94.00	346.4	91.60	15.2	2.6
Juvenile Hardbound	114.8	35.01	95.0	29.69	20.8	17.9	204.9	59.25	169.4	51.43	21.0	15.2
Juvenile Paperbound	70.8	37.27	41.2	26.76	71.8	39.3	107.8	59.31	73.0	49.25	47.7	20.4
Religious	170.1	29.34	163.5	32.07	4.0	(8.5)	334.5	61.20	317.6	64.75	5.3	(5.5)
Hardbound	121.9	13.32	116.2	14.47	4.9	(8.0)	238.6	27.25	225.0	28.86	6.0	(5.6)
Paperbound	48.3	16.03	47.3	17.61	2.0	(9.0)	96.0	33.95	92.5	35.89	3.7	(5.4)
Professional	595.4	39.76	587.8	40.46	1.3	(1.7)	1,262.0	86.71	1,147.7	80.08	10.0	8.3
Hardbound	391.0	12.71	385.3	13.30	1.5	(4.4)	824.2	27.80	757.5	27.02	8.8	2.9
Paperbound	204.4	27.05	202.4	27.16	1.0	(0.4)	437.8	58.90	390.2	53.07	12.2	11.0
Book Club	154.5	23.72	164.5	27.42	(6.1)	(13.5)	308.8	50.15	299.8	52.82	3.0	(5.1)
Hardbound	129.1	9.37	137.7	10.99	(6.2)	(14.8)	258.6	20.09	250.1	21.13	3.4	4.9
Paperbound	25.4	14.36	26.9	16.43	(5.4)	(12.6)	50.3	30.06	49.7	31.69	1.1	(5.1)
Mail Order Publications	147.9	28.58	148.8	28.96	(0.6)	(1.3)	313.3	57.62	307.2	58.95	2.0	2.3
Mass Market Paperbacks	306.4	175.07	222.5	134.82	37.7	29.9	534.6	321.35	456.5	277.54	17.1	15.8
University Presses	32.5	1.97	26.6	1.87	22.0	5.2	58.8	4.38	51.8	4.29	13.4	2.3
Hardbound	27.4	1.15	22.3	1.07	23.0	7.5	46.9	2.17	41.4	2.16	13.2	0.7
Paperbound	5.1	0.83	4.3	0.81	16.8	2.3	11.9	2.21	10.4	2.13	14.1	3.9
Elhi Text	454.2	53.75	446.1	60.71	1.8	(11.5)	586.1	74.28	569.5	81.13	2.9	(8.4)
Hardbound	258.9	21.22	256.9	23.69	0.8	(10.4)	334.2	28.36	327.0	30.81	2.2	(8.0)
Paperbound	195.3	32.53	189.2	37.01	3.2	(12.1)	251.9	45.92	242.5	50.32	3.9	(8.7)
College Text	151.1	12.14	161.6	12.89	(6.4)	(5.8)	354.5	28.49	341.4	28.19	3.8	1.1
Hardbound	128.2	8.33	136.9	8.83	(6.3)	(5.7)	300.6	19.53	288.4	19.20	4.2	1.7
Paperbound	22.9	3.82	24.7	4.06	(7.2)	(6.1)	53.9	8.96	53.0	8.99	1.8	(0.4)
Subscription Ref.	48.8	0.11	49.1	0.12	(0.6)	(5.7)	96.8	0.24	97.7	0.25	(0.9)	(6.2)
Total	**2,890.1**	**543.75**	**2,713.2**	**508.03**	**6.5**	**7.0**	**5,373.7**	**1,015.84**	**4,922.6**	**958.50**	**9.2**	**6.0**

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—SECOND QUARTER 1988

Millions of Dollars and Units

	Apr.-Jun. 1988		Apr.-Jun. 1987		Percent Change		Jan.-June 1988		Jan.-Jun. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	1,691.0	276.76	1,487.6	233.84	13.7	18.4	3,081.4	495.21	2,684.2	437.86	14.8	13.1
College Stores	267.3	25.24	300.2	28.18	(11.0)	(10.4)	1,305.8	121.31	1,255.6	124.01	4.0	(2.2)
Libraries & Institutions	415.7	29.93	385.7	27.38	7.8	9.3	749.2	53.54	686.7	50.37	9.1	6.3
Schools	472.8	57.62	469.8	66.30	0.6	(13.1)	728.2	97.69	705.7	105.39	3.2	(7.3)
Direct to Consumer	462.2	54.09	478.5	60.24	(3.4)	(10.2)	992.9	122.89	958.4	125.30	3.6	(1.9)
Other	115.5	48.93	98.4	41.92	17.3	16.7	215.9	91.49	186.0	82.45	16.1	11.0
Total	**3,424.5**	**492.57**	**3,220.3**	**457.87**	**6.3**	**7.6**	**7,073.6**	**982.13**	**6,476.6**	**925.38**	**9.2**	**6.1**

C1852-2 A
9/29/88

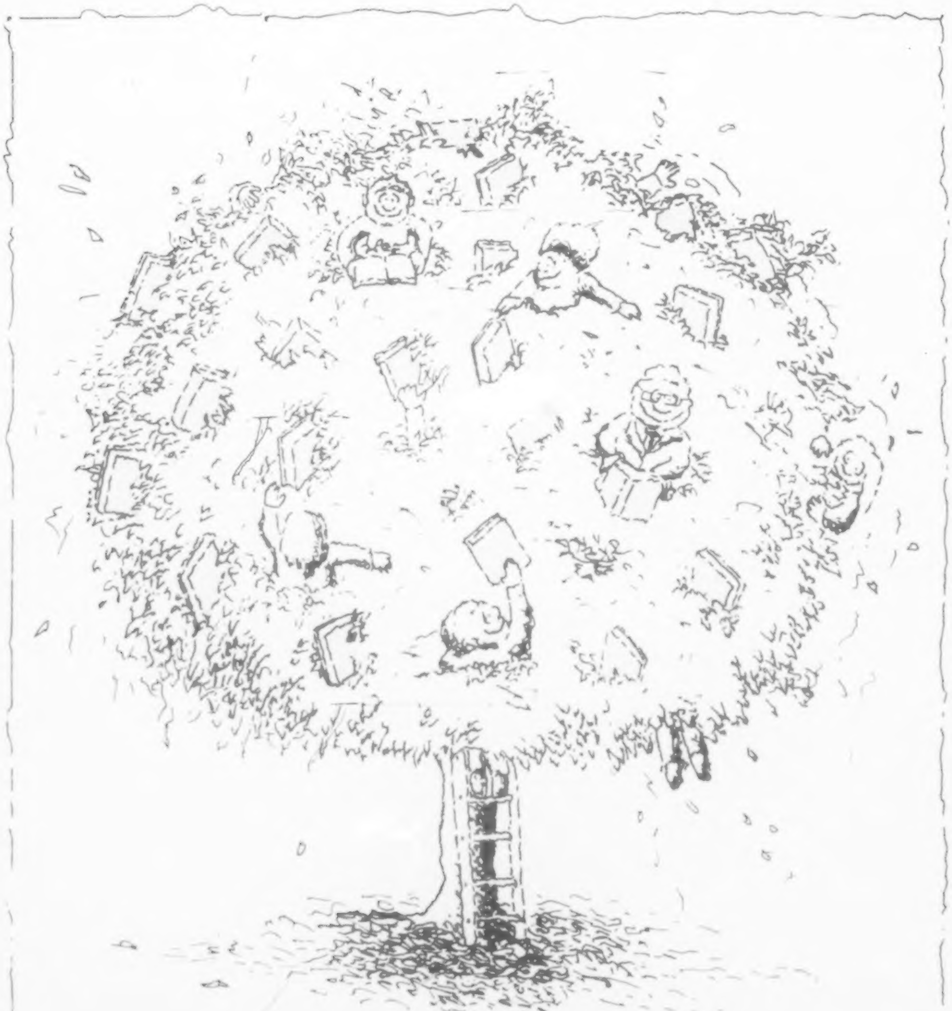
CHILDREN'S BESTSELLER POSTER INSIDE

Small Publishing: Growing Up
Self-Publishers and New Presses • Inside The Chinook Bookshop
Children's Book Scene & Survey of Children's Bookstores

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* SEPTEMBER 30, 1988 $2.50

************** 5-DIGIT 20814
SAMPLE CPS 001 1523
PW CNG9ESS20I029
CONGRESSIONAL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EAST-WEST HWY 800
BETHESDA, MD 20814



TEN YEARS

THE CONVENTION

Will D. Campbell

"There is no more curmudgeonly, dispeptic–and accurate–commentator on that curious species called Baptist than Will Campbell." –Harvey Cox, Harvard University Author of THE SECULAR CITY

In this cautionary tale about the seductions and abuses of church power, Will Campbell argues that the Baptist Convention is consumed by a political power struggle, chasing doctrinal disputes at the expense of discipleship. This novel-length satire written in the form of a contemporary parable sends a stirring message to all institutional religions warning about the danger of churches becoming too political to serve God. From the author of **FORTY ACRES AND A GOAT** and **BROTHER TO A DRAGONFLY.**

The Convention
A PARABLE
WILL D. CAMPBELL

($14.95/ISBN 0-934601-54-2/October)

A FIELD GUIDE TO LITTLE-KNOWN AND SELDOM-SEEN BIRDS OF NORTH AMERICA

Ben, Cathryn and John Sill; Illustrated by John Sill

***"Long overdue…totally unique, and different–it's wonderful!"*–Benton Basham, North America's #1 Birder**

The Sills' parody on bird field guides does for Avians what **CATMOPOLITAN** did for Felines. The Augerbilled Clamsucker, the Waddley Grouse and the Blunt-billed Woodpecker are but a few of the strange and wonderful "freakquent fliers" you will find identified here.

($7.95 Trade paper/ISBN 0-934601-9 -5/October)
(8-copy counter display/ $63.60/59-3)

Audio tape: Readings from RUN WITH THE HORSEMEN

read by Ferrol Sams

The author's own voice adds even more charm to a well-loved book which has been hailed as

"…a beautiful work of the storyteller's art."

–James J. Kirkpatrick

"The writing is elegant, reflective and amused. Mr. Sams is a storyteller sure of his audience…and gifted with perfect timing."

–The New York Times

"We have been charmed and mightily entertained."

–The Washington Post

$14.95/ISBN
0-934601-39-9/
2 cassettes/180 minutes/
November

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 14
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

SEPTEMBER 30, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*
Greg Corcoran, *Associate Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

HOW-TO FORECASTS
Molly McQuade, *Editor*

ACTING ART DIRECTOR
Karen E. Jones

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler, Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Saily Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Susan Caputo, Victoria Cervantes, Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Small Publishers Are Growing Up 16
Independent publishing has advanced from a fringe activity to an important part of the book business

Veterans of an Era 21
Four small presses mixing tradition with change

Doing It Yourself 22
Enterprising authors find success in self-publishing

Newcomers to the Scene 23
New presses of the '80s reflect optimism
By Joseph Barbato

DEPARTMENTS

NEWS OF THE WEEK 9
Booksellers to Petition Four Mass Market Firms
Octopus Paperbacks Gets New Name
Maxwell Boosts Bid For Macmillan
Collins Cites Harper & Row for Exceeding Expectations
Pearson and Elsevier Signal Possible Merger
Young to Be Bantam Editorial Director; Gould Advances
Carey-Thomas Winners

CHILDREN'S BOOK SCENE 26
Special PW Survey: Selling Patterns in Children's Bookstores
A Talk with Vivien Alcock and Leon Garfield
Putnam & Grosset Highlights Authors with New Campaign
Writers of Children's Books Talk About Their Calling
Children's Book Artists Spark New Gallery

TRADE NEWS 24
Pocket Books Has High Hopes for 'War and Remembrance' as ABC Sets to Air Miniseries
David Herbert Donald Signed by S & S for Biography of Lincoln
Updated 'Guide to Publishing' from Univ. of Washington
Viking to Publish Biography of William Casey
Fine to Publish Story of N.Y. Cop Paralyzed in Line of Duty

BOOKSELLING 43
The Chinook Bookshop—Lodestar in the West

PW INTERVIEWS 47
Vincent Scully

FORECASTS 53
Fiction 49
Nonfiction 53
Paperbacks 59
Children's Books 64

COLUMNS

Highlights 7
Letters 8
Calendar 8
People 13
Rights 37
West Watch 38
My Say: *Ethan Mordden* 46
Weekly Exchange 73
Paperback Bestsellers 76
Hardcover Bestsellers 78

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST**: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH**: Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST**: James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

EDITED BY DIANE ROBACK AND KIMBERLY OLSON FAKIH

A Special PW Survey:

Selling Patterns in Children's Bookstores

A recent survey of children's booksellers across the country produced many interesting findings, which are summarized on these two pages. Conducted in August by the market research department of Cahners Publishing, the poll collected responses from 410 bookstores, 32.4% of which were general independent stores, 18.8% children's-only stores, 15.4% national chains, 8.3% regional chains, 10.2% specialty independent stores; 14.9% replied "other" or gave no answer.

The respondents reported an average of $1,498,500 in total gross sales or revenues in 1987, with a corresponding average of $108,154 gross revenues from the sale of children's books. The average allotment of total bookstore space devoted to children's books was 34% (see bottom chart, next page); just two-thirds (61%) of this space was devoted to paperbacks, one-third (35%) to hardcovers, with 4% "no response."

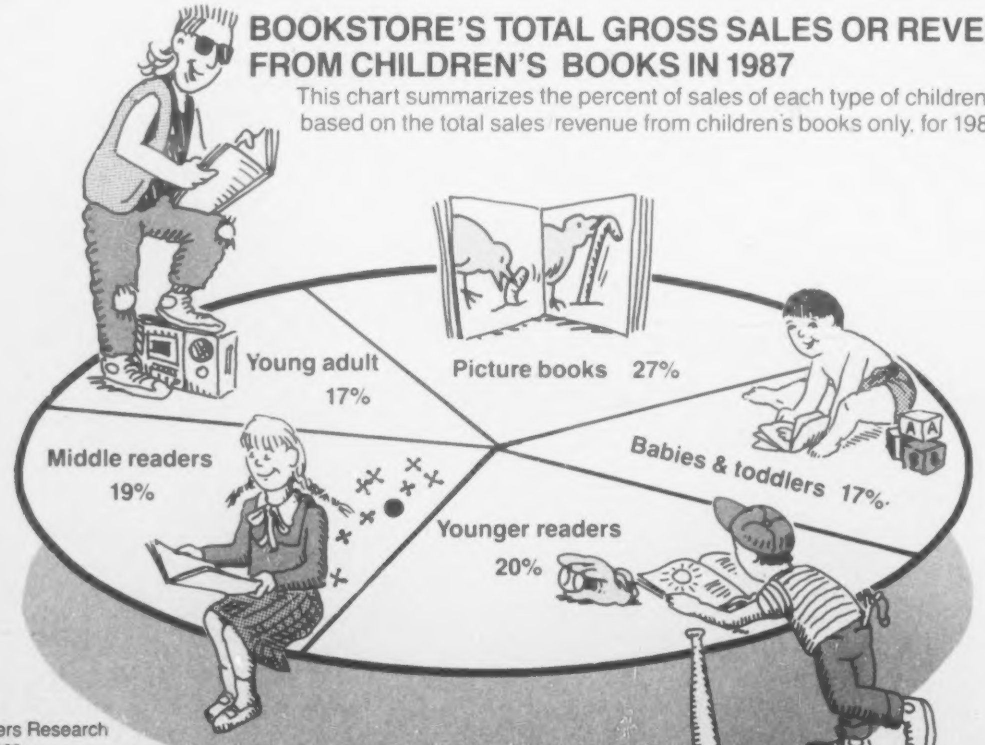
Booksellers were also polled as to the bestselling *type* of children's books in their stores, based on age categories (see chart, below). The results, which are not surprising, have as much to do with price levels as with popularity of individual categories. Picture books, generally the highest-ticket items in a children's store or section, accounted for the largest share of bookstore revenues; next came books for younger readers (20%) and middle readers (19%); and the smallest percentages were for baby and toddler books and young adult books, at 17% each.

The lower sales for these two categories, when compared to picture books, is easy to explain. Most titles for babies and toddlers are relatively inexpensive; virtually all YA titles sold in a bookstore are in paperback, not hardcover; and these two categories encompass the narrowest spans of customer ages. Picture books, after all, can appeal to many age levels—and in many cases to adults.

Of the respondents, 98% considered the book's content the most important criterion in selling a children's book. This was followed closely by illustration (95%), author's reputation (94%), cover design and retail price (93% each); other factors were cited with less frequency (see top chart, next page).

In accordance with industry projections of continued growth in this already booming area of publishing, 51% of the survey respondents plan to increase the number of children's book titles they carry within the next 12 months, while 20% plan to increase the amount of space allotted to children's books. —D.R.

This is the first of what will be a series of surveys on children's publishing and bookselling.



BOOKSTORE'S TOTAL GROSS SALES OR REVENUES FROM CHILDREN'S BOOKS IN 1987

This chart summarizes the percent of sales of each type of children's book, based on the total sales revenue from children's books only, for 1987.

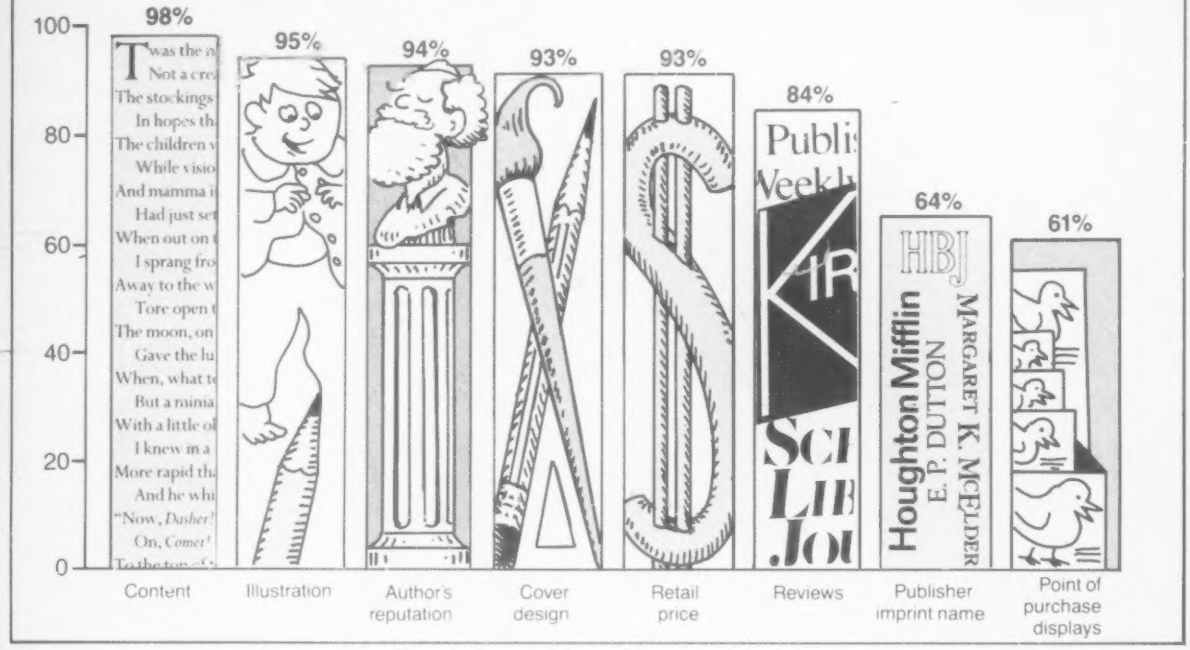
Source: Cahners Research
Art: Toby Rosser

SOURCE: CAHNERS RESEARCH

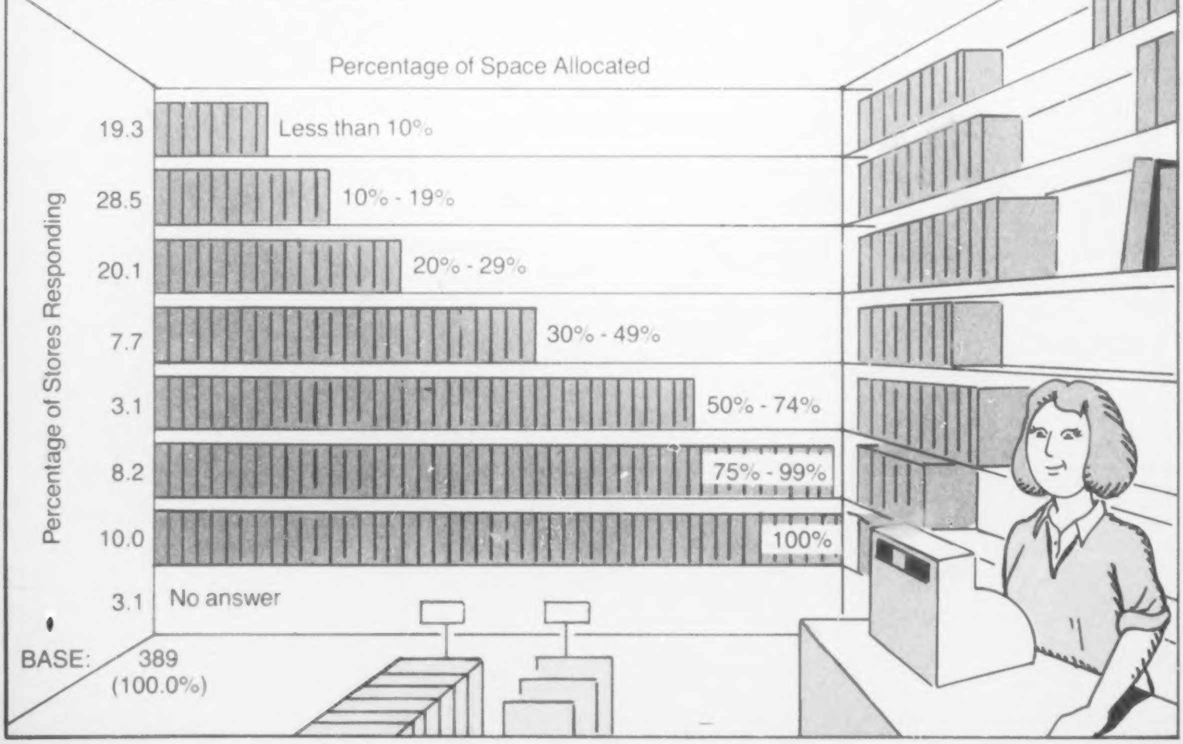
CHARTS BY TOBY ROSSER

IMPORTANCE OF SPECIFIC CRITERIA WHEN SELLING CHILDREN'S BOOKS

Respondents were asked to indicate the importance of specific criteria when selling children's books to their customers. This table summarizes the percentage of respondents who indicated that each criterion has some degree of importance to them.



PERCENTAGE OF TOTAL BOOKSTORE SPACE ALLOCATED TO CHILDREN'S BOOKS



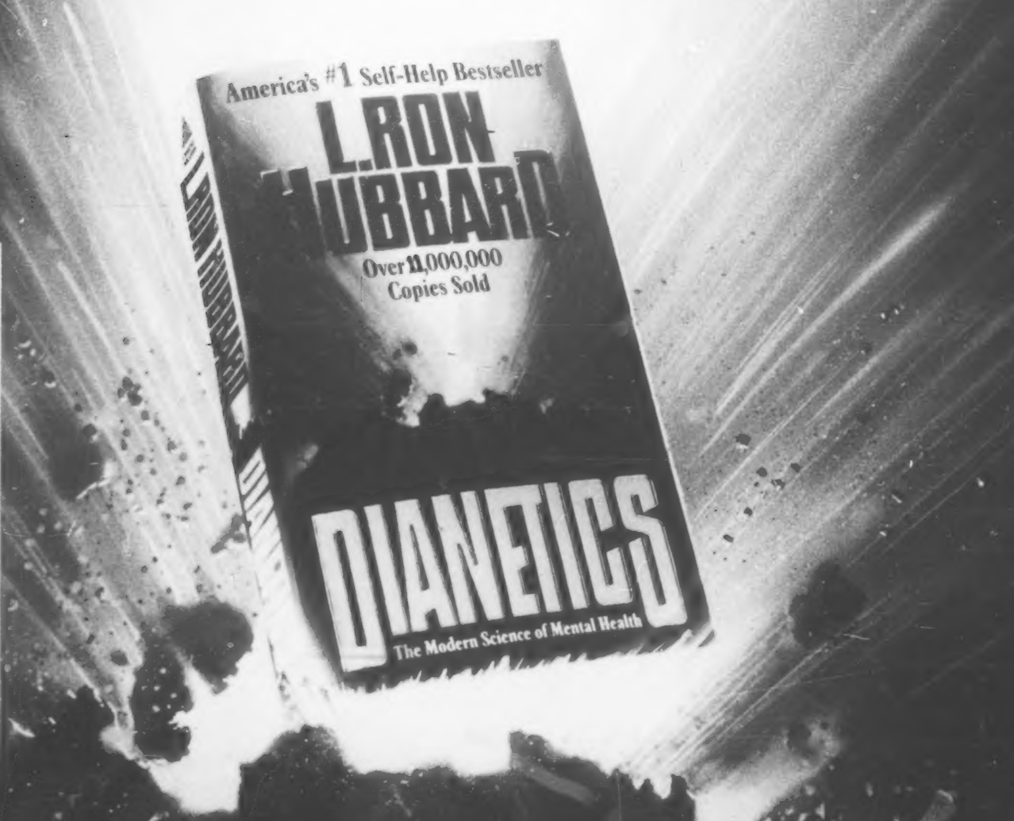
C1852-2
10/7/88
A

Agents and Religious Book Publishing
Fall Religious Titles • A Bookstore Wins a War
An Interview with Harvey Cox • 1987 Title Ouput Figures

Publishers Weekly

CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* OCTOBER 7, 1988 $2.50

The Perennial Bestseller!


America's #1 Self-Help Bestseller
L. RON HUBBARD
Over 11,000,000 Copies Sold
DIANETICS
The Modern Science of Mental Health
L. RON HUBBARD

*********SAMPLE*** 5-DIGIT 20814
PW CNG9ES520I029 CPS 001 0647
CONGRESSIONAL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814

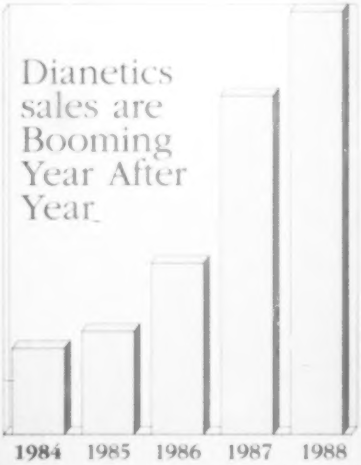
DIANETICS

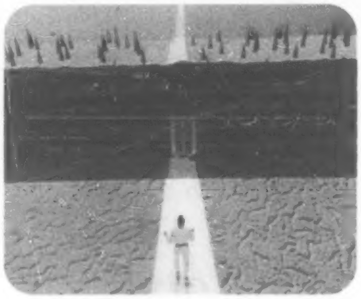
Over Two Years On All
And Still Settin

America's #1 Self-Help Bestseller

The facts speak for themselves. **Dianetics** is America's #1 Self-Help Bestseller, year after year. Over 100 weeks on Publishers Weekly Bestseller list, on the New York Times bestseller list for the last two years. Over 1.6 million copies sold in 1987 and 1988 sales topping that! 11 million copies have been sold–and that means **Dianetics** has made over $50,000,000 for the publishing industry.

Other bestsellers peak in the first season, then go backlist. **Dianetics** sales keep increasing, year after year. Word of mouth and popularity of **Dianetics** is at an all-time high, and will continue to grow, backed by one of the most innovative and aggressive campaigns in publishing history. **Dianetics** TV and print advertising, celebrity tours, events, sports marketing and point-of-purchase displays ensure that **Dianetics** will continue to be one of your stable profit-makers.





New High-Tech TV Commercial

Bridge Publications continues its tradition of high-impact, innovative advertising, with a new state-of-the-art computer generated TV commercial for **Dianetics**. This new ad combines live action with computer animation to generate maximum interest and sales.

National Television Advertising

...includes programs such as World News, Good Morning America, Today Show, Star Trek, first run movies, sports events, Nightline and Letterman.

National Cable TV Advertising

...includes USA Network, ESPN, Arts and Entertainment, WTBS, WOR, WGN, Discovery Channel and MTV.

Print Advertising

...in the New York Times, New York Post, Los Angeles Times, Chicago Tribune, Chicago Sun-Times, Philadelphia Inquirer, Boston Globe, Boston Phoenix, Dallas Morning News, Houston Chronicle and San Francisco Chronicle.

Outdoor Advertising

...in major markets.

National Radio Advertising

...on syndicated talk and information shows, plus spot market radio advertising in Los Angeles, New York, Chicago and Philadelphia.

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $165, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 15
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

OCTOBER 7, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*
Greg Corcoran, *Associate Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

HOW-TO FORECASTS
Molly McQuade, *Editor*

ACTING ART DIRECTOR
Karen E. Jones

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Susan Caputo,
Victoria Cervantes, Deborah Vanna,
Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Agents in Religious Publishing **42**
By Connie Soth

A Guide to Christian Card Decks **45**
Compiled by Charles A. Roth

The Story of 'Daughter of Deceit' **47**
By Howard Fields

Fall Religious Books **51**
Compiled by William Griffin

FINAL 1987 FIGURES: **68**
Book Title Output and Prices
By Chandler B. Grannis

DEPARTMENTS

NEWS OF THE WEEK **27**
Writers Union Protests Stein & Day Backlist Sale
Octopus Becomes 50-50 Partner With Bertelsmann in BCA
Solotaroff to Be Harper & Row's Senior Consulting Editor
Congress Okays Canada Trade Accord Backed by Book Industry
Merkin Becomes Associate Publisher of HBJ Trade
Senate Approves Education Bill
Mondadori Posts Profit Increase
Ruling in Cheever Suit

TRADE NEWS **73**
Three Writers-in-One in South Florida
Univ. of Oklahoma Press 'Bridges Gap' Between Trade and Academia
Three Books on the Helmsleys Announced for 1989
UVA Series Explores Caribbean and African Literature

BOOKSELLING **79**
Earthling Bookshop Stands its Ground: Beating City Hall leads a Calif. shop to prosperity

AUDIO/VIDEO PLUS **83**
Audio Publishers Step Up Simultaneous Releases
New Age Publishers Seek Expansion Through Direct Mail
Audio Reviews

BOOK DESIGN & MANUFACTURING **91**
At DC Comics, Innovation Saves Time and Money

PW INTERVIEWS **96**
Harvey Cox

FORECASTS.................. **98**
Nonfiction **98**
Fiction....................... **103**
Paperbacks **109**

COLUMNS

Highlights **25**
Calendar.................... **26**
Rights **41**
My Say: *Starling Lawrence* ... **77**
Talk of the Trade **90**
International Front **95**
Weekly Exchange **115**
Paperback Bestsellers **120**
Hardcover Bestsellers **122**

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London.

Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Final 1987 Figures: Book Title Output and Prices

BY CHANDLER GRANNIS

A total of 56,027 books, both new titles and new editions, were issued in the United States in 1987, an all-time record, exceeding the 1986 total by 6%. The figure embraces all books of all kinds for which information was available for compilation in the R. R. Bowker databases. The previous top annual total, 53,380, was recorded in 1983.

About 36,000, or 63%, of the 1987 total was made up of hardcover books; about 30%, trade and other non-mass market paper-covered books; and 7%, mass market paperback titles.

Hardcover per-volume prices in 1987 rose 11.7% over those of 1986; but those hardcover volumes that were priced under $81 increased by 6.1%. Mass market paperback prices rose 3.6%; and prices of other paperbacks dipped by 2%.

The figures given in the tables here were processed for *PW* by Beverly Lamar of the R. R. Bowker data services division from two Bowker sources: entries in the *American Book Publishing Record* system, and, for mass market paperbound books, entries in *Paperbound Books in Print*.

The column headings in Table 1 should be noted. For 1986 and 1987, in each year, the first three columns show the numbers of new books and new editions in hardcover and trade paper combined. In the fourth column, the mass market paperback books are added to form the overall totals.

Table 2 shows trade paperback figures. Table 3 reports mass market output by subject, but the data do not provide for distinguishing between new books and new editions. Table 4, imported titles, and Table 5, translations, may give underestimates, but do suggest year-to-year trends.

Tables A through C offer price averages on a per-volume basis. Overall price averages appear in Table A; prices under $81, in Table A-1. Table B shows prices of mass market paperbacks; and Table C, of other paperbacks.

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

	1985	1986				1987 FINAL			
	ALL HARD	HARD & TRADE PAPER			ALL HARD	HARD & TRADE PAPER			ALL HARD
CATEGORY	& PAPER	Books	Editions	Totals	& PAPER	Books	Editions	Totals	& PAPER
Agriculture	536	477	81	558	564	548	97	645	652
Art	1,545	1,504	190	1,694	1,697	1,460	226	1,686	1,693
Biography	1,953	1,805	281	2,086	2,152	1,903	292	2,195	2,259
Business	1,518	1,197	376	1,573	1,604	1,088	346	1,434	1,462
Education	1,085	866	143	1,009	1,029	906	161	1,067	1,081
Fiction	5,105	2,687	467	3,154	5,578	3,264	402	3,666	6,298
General Works	2,905	2,144	279	2,423	2,484	2,232	307	2,539	2,620
History	2,327	2,015	423	2,438	2,471	2,310	544	2,854	2,882
Home Economics	1,228	900	106	1,006	1,103	930	136	1,066	1,168
Juveniles	3,801	3,849	206	4,055	4,516	4,000	278	4,278	4,642
Language	632	528	123	651	668	544	103	647	699
Law	1,349	1,018	363	1,381	1,385	1,149	392	1,541	1,544
Literature	1,964	1,788	322	2,110	2,145	2,024	293	2,317	2,358
Medicine	3,579	2,845	557	3,402	3,445	3,281	668	3,949	3,995
Music	364	270	76	346	356	283	66	349	352
Philosophy, Psychology	1,559	1,323	264	1,587	1,669	1,424	282	1,706	1,845
Poetry, Drama	1,166	1,180	71	1,251	1,278	1,141	80	1,221	1,236
Religion	2,564	2,464	299	2,763	2,788	2,474	360	2,834	2,850
Science	3,304	2,782	564	3,346	3,360	3,046	607	3,653	3,658
Sociology, Economics	7,441	6,815	1,042	7,857	7,912	6,987	1,049	8,036	8,115
Sports, Recreation	1,154	843	189	1,032	1,192	901	184	1,085	1,263
Technology	2,526	2,213	449	2,662	2,698	2,259	468	2,727	2,756
Travel	465	412	121	533	543	484	132	616	629
Total	50,070	41,925	6,992	48,917	52,637	44,638	7,473	52,111	56,027

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography, 920; 929; B; Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1985 TOTALS	1986 NEW BOOKS	1986 NEW ED'NS	1986 TOTALS	1987 FINAL NEW BOOKS	1987 FINAL NEW ED'NS	1987 FINAL TOTALS
Fiction	436	353	78	431	295	87	382
Nonfiction	14,903	12,984	2,518	15,502	13,463	2,855	16,318
Total	15,339	13,337	2,596	15,933	13,758	2,942	16,700

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1985 FIN.	1986 FIN.	1987 FINAL
Agriculture	7	6	7
Art	3	3	7
Biography	79	76	64
Business	26	31	28
Education	12	20	14
Fiction	2,524	2,424	2,632
General Works	86	61	81
History	31	33	28
Home Econ.	101	97	102
Juveniles	427	461	364
Language	14	17	22
Law	6	4	3
Literature	35	35	41
Medicine	36	43	46
Music	9	10	3
Philosophy, Psychology	112	82	139
Poetry, Drama	16	27	15
Religion	24	25	16
Science	15	14	5
Sociology, Economics	44	55	79
Sports, Recreation	149	160	178
Technology	42	36	29
Travel	9	10	13
Total	3,807	3,730	3,916

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1985 TOTALS	1986 BOOKS	1986 ED'NS	1986 TOTALS	1987 FINAL BOOKS	1987 FINAL ED'NS	1987 FINAL TOTALS
Agriculture	118	117	7	124	116	19	135
Art	166	160	8	168	117	11	128
Biography	216	163	25	188	152	21	173
Business	196	140	19	159	128	26	154
Education	211	212	8	220	263	13	276
Fiction	171	199	48	247	219	72	291
General Works	329	322	24	346	348	34	382
History	395	337	47	384	411	71	482
Home Econ.	41	36	6	42	32	7	39
Juveniles	92	108	4	112	104	5	109
Language	216	212	22	334	180	21	201
Law	170	151	39	190	179	46	225
Literature	267	241	20	261	277	18	295
Medicine	598	607	58	665	693	64	757
Music	70	60	6	60	59	7	66
Philosophy, Psychology	267	243	20	263	306	25	331
Poetry, Drama	220	206	10	216	168	12	180
Religion	173	131	10	141	139	24	163
Science	1,242	1,061	153	1,214	1,154	148	1,302
Sociology, Economics	1,559	1,491	144	1,635	1,617	119	1,736
Sports, Recreation	107	100	10	110	86	11	97
Technology	419	554	64	618	586	65	651
Travel	61	36	10	46	45	11	56
Total	7,304	6,887	762	7,749	7,379	850	8,229

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,439
1985 Final	8	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,385
1986 Final	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,762
1987 Final	33	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,869

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES*

CATEGORY	1977	1985		1986		1987 FINAL		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	368	$36.77	391	$39.26	423	$19,561.95	$46.24
Art	21.24	908	35.15	996	35.41	1,004	37,870.54	37.71
Biography	15.34	1,298	22.20	1,446	22.96	1,542	38,619.52	25.04
Business	18.00	1,040	28.84	1,115	30.72	1,032	34,378.18	33.31
Education	12.95	602	27.28	559	26.11	669	21,131.92	31.58
Fiction	10.09	1,800	15.29	2,212	16.84	2,499	45,478.26	18.19
General Works	30.99	1,632	37.91	1,511	38.97	1,623	71,115.32	43.81
History	17.12	1,506	27.02	1,598	28.44	1,954	62,028.40	31.74
Home Economics	11.16	594	17.50	532	18.97	558	11,236.07	20.13
Juveniles	6.65	2,529	9.95	3,066	10.64	3,162	36,307.89	11.48
Language	14.96	347	28.68	351	32.80	361	13,647.52	37.80
Law	25.04	955	41.70	958	49.20	1,097	54,470.14	49.65
Literature	15.78	1,181	24.53	1,559	25.73	1,537	44,116.90	28.70
Medicine	24.00	2,798	44.36	2,643	49.99	3,065	176,800.13	57.68
Music	20.13	238	28.79	222	32.59	224	8,025.26	35.82
Philosophy, Psychology	14.43	895	28.11	991	29.65	1,090	36,326.42	33.32
Poetry, Drama	13.63	563	22.14	617	25.11	699	19,985.53	28.46
Religion	12.26	1,100	19.13	1,171	21.60	1,226	30,058.33	24.51
Science	24.88	2,556	51.19	2,559	55.65	2,815	174,993.94	62.16
Sociology, Economics	29.88	4,761	33.33	5,043	30.34	5,393	185,455.34	34.38
Sports, Recreation	12.28	530	23.43	573	23.25	586	14,042.16	23.96
Technology	23.61	1,693	50.37	1,904	55.00	1,988	119,758.08	60.24
Travel	18.44	210	24.66	218	24.32	227	6,373.65	28.07
Total	$19.22	30,104	$31.46	32,035	$32.43	34,774	$1,281,691.45	$36.28

*From *Weekly Record Listings of Domestic and Imported Books*

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1984	1985		1986		1987 FINAL		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$28.85	337	$29.99	356	$31.89	363	$11,776.80	$32.44
Art	28.90	868	30.05	961	31.63	959	31,720.54	33.07
Biography	20.91	1,282	20.81	1,431	21.66	1,514	34,453.07	22.75
Business	24.74	1,024	27.27	1,088	28.44	1,007	30,699.43	30.48
Education	21.81	598	24.02	556	25.75	654	19,208.92	29.37
Fiction	14.49	1,799	15.24	2,197	15.89	2,470	42,042.26	17.02
General Works	26.97	1,561	29.05	1,441	31.86	1,518	51,951.62	34.22
History	23.89	1,487	25.41	1,578	27.04	1,906	56,382.00	29.58
Home Economics	15.53	591	17.11	528	18.41	554	10,658.85	19.23
Juveniles	9.75	2,529	9.95	3,062	10.47	3,157	35,648.24	11.29
Language	22.96	343	27.61	340	30.24	345	11,475.07	33.26
Law	31.60	888	35.87	863	37.28	953	35,643.79	37.40
Literature	21.69	1,169	23.46	1,346	24.63	1,515	40,859.90	28.97
Medicine	33.93	2,505	36.29	2,235	37.34	2,405	92,186.08	38.33
Music	25.01	236	27.72	217	26.30	216	6,895.76	31.92
Philosophy, Psychology	25.22	886	27.34	980	28.48	1,062	33,436.97	31.48
Poetry, Drama	19.32	554	20.90	610	22.82	679	16,973.53	24.99
Religion	16.30	1,096	18.88	1,162	20.08	1,210	27,947.38	23.09
Science	37.71	2,232	40.06	2,122	40.96	2,186	94,052.35	43.02
Sociology, Economics	25.48	4,689	27.91	4,978	28.89	5,266	166,712.76	31.65
Sports, Recreation	19.27	525	21.36	571	21.77	582	13,577.16	23.32
Technology	35.77	1,507	38.60	1,630	39.88	1,622	67,609.83	41.68
Travel	18.92	207	22.07	216	23.74	221	5,404.20	24.45
Total	$24.66	28,913	$26.57	30,468	$27.15	32,364	$937,316.51	$28.96

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1985 PRICES	1986 VOLS.	 PRICES	1987 FINAL VOLS.	 $ TOTAL	 PRICES
Agriculture	$5.75	6	$6.04	6	$ 21.35	$ 3.56
Art	9.80	3	9.80	7	86.65	12.38
Biography	4.81	76	5.15	62	316.15	5.10
Business	7.57	31	7.73	28	178.90	6.39
Education	6.07	20	7.28	14	83.85	5.99
Fiction	3.24	2,424	3.46	2,571	9,227.90	3.59
General Works	4.64	61	5.07	80	431.70	5.40
History	5.34	33	5.17	28	137.30	4.90
Home Economics	5.65	97	6.23	99	662.25	6.69
Juveniles	2.71	461	2.71	363	1,015.30	2.80
Language	4.28	17	5.28	22	108.65	4.94
Law	6.62	4	3.98	3	11.95	3.98
Literature	4.76	35	4.92	40	180.65	4.50
Medicine	6.65	43	7.18	46	288.90	6.28
Music	5.67	10	4.21	3	14.90	7.45
Philosophy, Psychology	4.22	82	5.07	137	679.55	4.96
Poetry, Drama	4.88	27	5.76	13	65.70	5.05
Religion	3.21	25	3.84	16	59.40	3.71
Science	4.83	14	5.91	5	22.75	4.55
Sociology, Economics	4.76	55	5.32	78	438.80	5.63
Sports, Recreation	3.80	160	4.09	175	870.35	4.97
Technology	12.29	36	12.08	29	333.95	11.52
Travel	4.93	10	5.02	13	92.90	7.15
Total	$3.63	3,730	$3.86	3,837	$15,329.20	$4.00

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1985 VOLS.	 PRICES	1986 VOLS.	 PRICES	1987 FINAL VOLS.	 $ TOTAL	 PRICES
Agriculture	$5.01	198	$9.50	149	[illegible]	190	$2,699.91	$14.21
Art	6.27	593	14.04	641	[illegible]	640	9,737.46	15.21
Biography	4.91	536	10.78	591	[illegible]	608	6,189.56	10.18
Business	7.09	425	16.83	421	18.[illegible]	376	6,591.47	17.53
Education	5.72	440	12.98	412	14.01	376	6,878.75	18.29
Fiction	4.20	726	13.66	897	8.64	1,124	10,410.89	9.26
General Works	6.18	1,123	19.13	828	28.44	871	18,790.90	21.57
History	5.81	729	14.08	766	14.55	843	11,396.65	13.51
Home Economics	4.77	513	9.22	450	9.96	491	5,040.57	10.26
Juveniles	2.68	767	5.20	906	5.71	1,024	11,948.72	11.66
Language	7.79	252	13.25	287	14.31	270	3,822.84	14.15
Law	10.66	339	18.46	364	17.46	384	8,457.54	22.02
Literature	5.18	694	14.04	[illegible]12	13.19	730	9,148.84	12.53
Medicine	7.63	698	16.01	692	19.34	838	14,874.02	17.74
Music	6.36	113	12.20	117	13.67	117	1,555.46	13.29
Philosophy, Psychology	5.57	523	13.25	564	13.36	588	7,623.05	12.96
Poetry, Drama	4.71	550	8.86	596	10.02	500	4,667.53	9.33
Religion	3.68	1,373	9.30	1,525	9.26	1,576	14,576.57	9.24
Science	8.81	677	19.78	707	23.27	762	16,794.79	22.04
Sociology, Economics	6.03	2,402	16.30	2,597	16.76	2,490	39,320.97	15.79
Sports, Recreation	4.87	447	10.66	430	11.49	476	5,480.80	11.51
Technology	7.97	722	21.08	682	25.55	688	17,680.92	25.69
Travel	5.21	235	10.48	299	10.91	377	4,144.80	10.99
Total	$5.93	15,075	$13.98	15,633	$14.86	16,339	$237,833.01	$14.55

C1852-2 A
10/14/88

Professional Self-Help Books: A Growing Genre

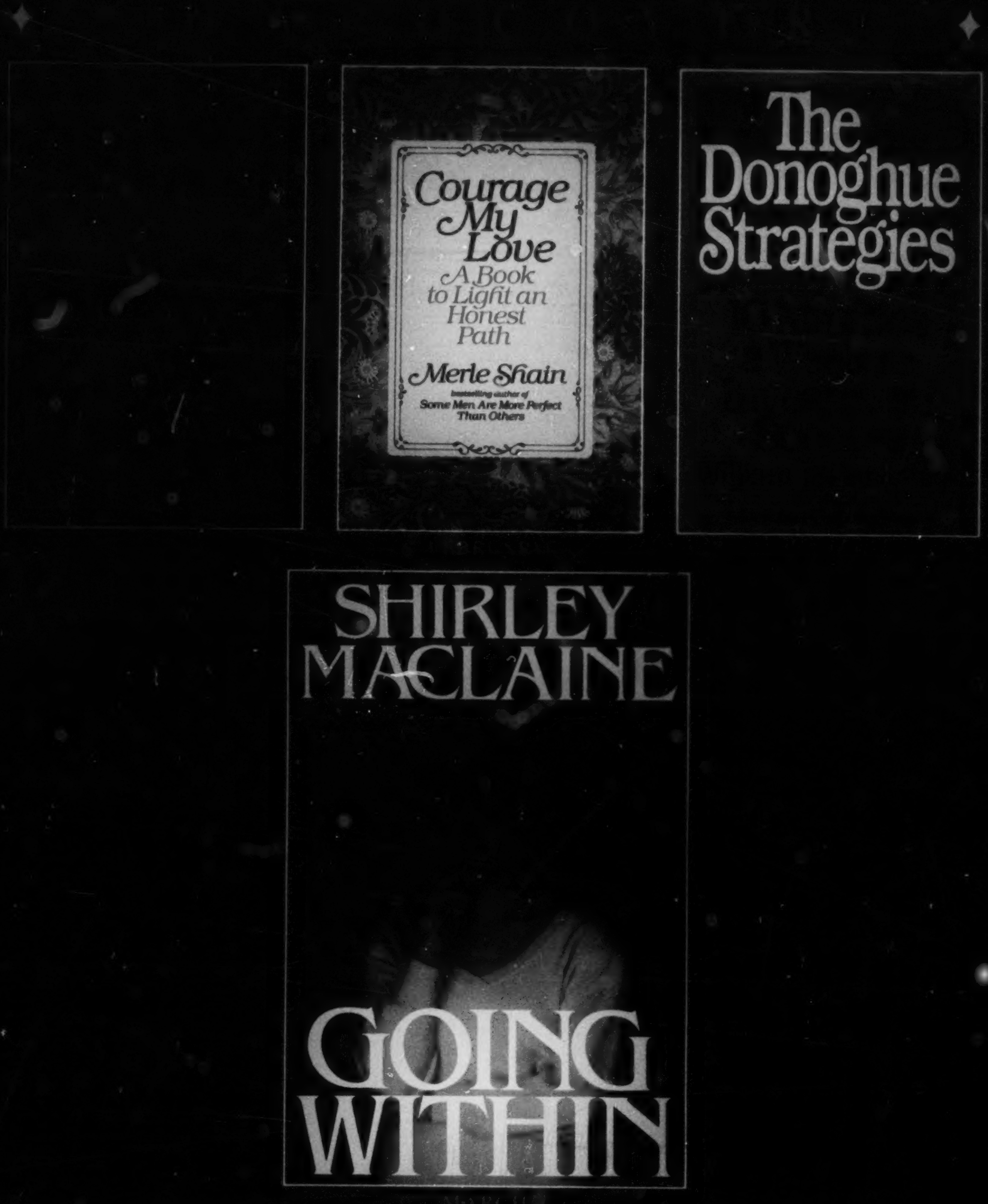
Independent Publishing: COSMEP at 20 Years • Letter from the Midwest

An Interview with Michael Holroyd • Index to Forecasts • SCBA Trade Show

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* OCTOBER 14, 1988 $2.50

****** SAMPLE ****** 5-DIGIT 20814
PW CNG9ES5520IO29 CPS 001 0659
CONGRESSIONAL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814



Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $165, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes *to Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 16
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

OCTOBER 14, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*
Greg Corcoran, *Associate Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

HOW-TO FORECASTS
Molly McQuade, *Editor*

ACTING ART DIRECTOR
Karen E. Jones

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Susan Caputo,
Victoria Cervantes, Deborah Vanna,
Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

Professional Self-Help Books 26

The self-help genre, especially in the fields of accounting, law and medicine, continues its impressive growth

By Robert A. Carter

DEPARTMENTS

NEWS OF THE WEEK 18

Random House Realigns, Sells Textbook Units

BOMC's Silverman to Retire at Year End; Crutcher Succeeds Him as CEO

Virginia Minors Ruling Seen as Partial Victory

Real Estate Firm Buys Lyle Stuart for $12 Million

Levin to Be Anchor Press Publisher

Taiwan Upholds 'Britannica'; Pirates Fined and Imprisoned

Seaver to Head New Trade Subsidiary of Little, Brown

Obituary Notes: William J. McCarthy, Corenne Smith, Sidney Graedon

TRADE NEWS 34

Hardcover Books: Little, Brown Signs Robert Lacey for Meyer Lansky Bio

Abingdon to Publish Work by 'M*A*S*H' Star on Son's Autism

Doubleday Book on Jackson Campaign Due; Jackson's S & S Autobio Postponed Indefinitely

H & R Has Abernathy Autobio for Fall

Back to Press

BOOKSELLING 38

SCBA & Okla. Booksellers Hold 2nd Combined Trade Show in Tulsa

Pacific Northwest Booksellers Group Holds Sold-Out Show

PW INTERVIEWS 45

Michael Holroyd

FORECASTS 47

Fiction 47

Nonfiction 54

Paperbacks 61

Children's Books 69

COLUMNS

Highlights 13
Calendar 14
People 24
Gallup Survey 33
Talk of the Trade 36
Independent Publishing 42
Rights 43
Letter from the Midwest ... 44
Index to Forecasts 80
Weekly Exchange 84
Paperback Bestsellers 88
Hardcover Bestsellers 90

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chasen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Maya, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

THE GALLUP SURVEY

BY LEONARD WOOD

Self-Help Buying Trends

Nowadays, people in search of guidance aren't restricted to clergymen, doctors, or lawyers: they can simply read the advice column in the local newspaper or turn on the TV, where there is talk aplenty about people's problems. However, those who prefer not to open their personal lives to public inspection can always turn to their local bookstore as a source of problem-solving advice.

One-third of Americans (33%) have bought a self-help book. Women (36%) are more likely than men (30%) to have bought one, as are those age 35–49 (46%) when compared to older (24%) or younger (34%) people (Table 1).

Purchasing these books is also more common among those in the upper socioeconomic groups than among their counterparts.

Regionally, the percentage incidence of self-help-book buying is slightly higher in the East (35%) and West (38%) than in the Midwest (32%) and South (30%).

The largest proportion of consumers (24%) reported buying a book that discussed self-improvement, and the only other subject mentioned by more than one in ten purchasers was motivation (14%). Smaller shares of consumers bought advice on love and relationships (9%), stress and anxiety (8%), weight loss (7%), or health improvement (5%), while no more than one in twenty reported buying a book on any other self-help topic (Table 2).

TABLE 1: Have you ever purchased a self-help book, that is, a book which describes how to solve a personal problem or improve yourself, or provides motivation or guidance? (%)

Total	33
Sex	
Male	30
Female	36
Age	
18–24 years	32
25–34 years	35
35–49 years	46
50 and older	24
Education	
College	46
High school graduate	29
Non-High school graduate	16
Annual Household Income	
$30,000 and over	46
$20,000–$29,999	31
$10,000–$19,999	25
Under $10,000	22
Women's Employment Status	
Employed	46
Not employed	24
Region	
East	35
Midwest	32
South	30
West	38

Demographically, men are more inclined than women to buy books on self-improvement or motivation, but the opposite is true of books on stress or weight loss (Table 3).

Employed women were more likely than those not employed outside the home to buy self-improvement, motivation, or love/relationships books, but larger shares of unemployed than employed women bought weight-loss books. Surprisingly, women's employment status had no effect on their likelihood of purchasing books about stress.

Easterners were the most likely to buy self-improvement, love-relationships, or stress/anxiety books, but the least likely to purchase books on motivation.

So, these results suggest that the bookshelf may be providing some competition for Abby, Phil and Oprah, especially when women, middle-aged people, and those in the upper socioeconomic groups attempt to tackle a problem, for these are the groups most likely to help themselves to a self-help book.

NOTE: Results are based on 1,026 telephone interviews conducted among a nationally representative sample of adults, age 18 and older, during August 1988.

TABLE 2: Which of the following categories best describes the subject of the last self-help book you bought? (%)

Self-improvement	24
Motivation	14
Love and relationships	9
Stress and anxiety	8
Weight loss	7
Health improvement (volunteered)	5
Relaxation	4
Marriage and divorce	3
Business/Professional advice (volunteered)	3
Alcohol/Drug dependency	2
Aging	2
Death or mourning	2
Exercise (volunteered)	2
Nutrition (volunteered)	2
Financial success (volunteered)	2
Handling fears	1
Smoking	1
Intimacy and sex	1
Mood	1
Educational improvement (volunteered)	1
Parenting (volunteered)	1
Other	12

TABLE 3:	Self Improvement %	Motivation %	Love & Relationships %	Stress & Anxiety %	Weight Loss %
Total	24	14	9	8	7
Sex					
Male	29	18	7	5	2
Female	20	10	11	10	10
Age					
18–34 years	22	14	14	9	7
35 and older	25	14	6	8	7
Education					
College	23	17	8	9	5
Non-college	24	9	10	7	10
Annual Household Income					
$30,000 and over	26	15	8	8	6
Under $30,000	24	11	8	8	8
Women's Employment Status					
Employed	22	12	13	10	7
Not employed	12	7	4	11	20
Region					
East	32	8	14	12	5
Midwest	22	13	7	7	8
South	18	18	10	7	11
West	22	16	5	7	4

C1852-2
10/21/88 A

HONG KONG
SINGAPORE
SPECIAL REPORT

Beijing International Book Fair
Bookseller Regional Coverage: SEBA, NYR/MABA
The Story Behind 'Off the Record' • Interview with Ariel Dorfman

Publishers Weekly

CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* OCTOBER 21, 1988 $2.50

************** 5-DIGIT 20814
SAMPLE CPS 001 0661
PW CNG9ESS20I029
CONGRESSIONL INFO SRV INC
STATISTICAL REFERENCE INX
4520 EASY-WEST HWY 800
BETHESDA, MD 20814

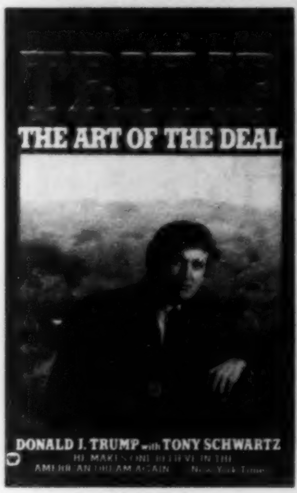
WARNER BOOKS

Hold on tight. Because in 1989, Warner Books will be delivering high-powered mass market titles month after month after incredible month.

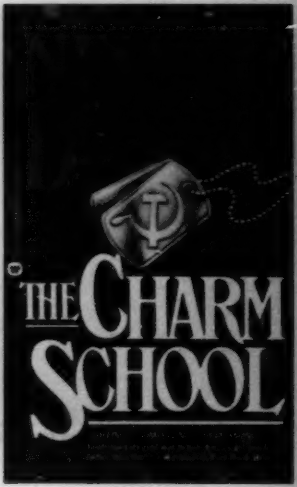
The newest record-smashing novel from Sidney Sheldon. High-stakes dealmaking with Donald Trump, America's most glamorous tycoon. White-hot crime fiction from the legendary Elmore Leonard. And spectacular work from a roster of bestselling authors including Andrew M. Greeley, Nelson DeMille, Rebecca Brandewyne, Arthur C. Clarke, and many more. And that's just the *leads*.

What's more, Warner will be supporting *all* its mass market leads with the kind of attention-getting in-store promotions and hard-hitting print and broadcast campaigns that only Warner can create—all year long.

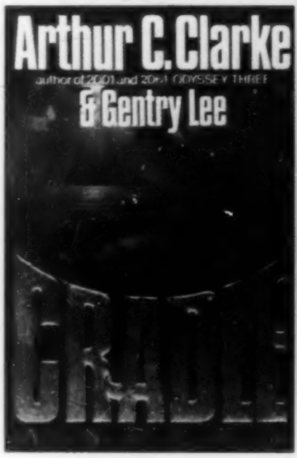
So take some advice. Get yourself a few extra pairs of socks. Because if you stick with Warner Mass Market, you're going to need them.


TRUMP
THE ART OF THE DEAL
DONALD J. TRUMP with TONY SCHWARTZ
HE MAKES ONE BELIEVE IN THE AMERICAN DREAM AGAIN — New York Times

January



February



July

CORSICAN WOMAN

August

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $165, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 17
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

OCTOBER 21, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*
Greg Corcoran, *Associate Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

HOW-TO FORECASTS
Molly McQuade, *Editor*

ACTING ART DIRECTOR
Karen E. Jones

RESEARCH LIBRARIAN —
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato,
Robert A. Carter, John P. Dessauer,
Kimberly Olson Fakih, Gayle Feldman,
Jerome P. Frank, Chandler B. Grannis,
William Griffin, Jean F. Mercier,
Paul S. Nathan, Carol E. Rinzler,
Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Susan Caputo,
Victoria Cervantes, Deborah Vanna,
Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

The Second Beijing Fair 19

Despite economic fluctuations and no copyright law, copublishing deals and the import business manage to go on

by Gayle Feldman

Beijing Reminiscences 24

Special PW Report: Printing Opportunites in Hong Kong and Singapore S4

by Sally Taylor

DEPARTMENTS

NEWS OF THE WEEK 12

Frankfurt: Calm but Busy

Italy's IFI Enters Spanish Market with 74% Control of Orbis

Groupe de la Cité Acquires British Grisewood & Dempsey

Final Settlement Reached in N.Y. Stripped Paperbacks Suits

NBA Nominees Announced

Thurmond Amendment, with Concessions to Publishers, Dies

High Court Hears Arguments in Indiana Bookstore Case

Hopkins to Retire at Wesleyan

Davis to Head International Thomson Publishing Division

Plenum Acquires Human Sciences Press

Manheim Wins Translation Award

Wadsworth Acquires Dorsey Press

TRADE NEWS 25

Story Behind the Book—Joe Smith's 'Off the Record': Nearly everyone from Artie Shaw to George Michael speaks out in the new oral history of pop music from Warner

BOOKSELLING 28

SEBA Strikes a Chord in Nashville

NYR/MABA Celebrate Fifth Combined Meeting with a Record Crowd

BOOK DESIGN & MANUFACTURING 32

Broad Upbeat Critiques Mark N.Y. Book Show Judging

PW INTERVIEWS 39

Ariel Dorfman

FORECASTS.................. 41

Nonfiction 41

Fiction.......................... 46

Paperbacks 51

How-To 57

COLUMNS

Highlights 9

Letters 10

Calendar..................... 10

People 18

Rights 36

Southern Spotlight......... 37

My Say: *John Angelo* 38

Weekly Exchange 63

Paperback Bestsellers...... 66

Hardcover Bestsellers...... 68

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chasen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

LETTERS

More Ado over Birth Dates

Concerning the "My Say" (Sept. 30) by Ethan Mordden on including the birthdate of an author in CIP data, I would like to comment that there are no "bad guys," no fascist conspiracy, no desire to infringe on an individual's right to privacy.

Birthdates, when available (and no librarian goes out of his/her way these days to track down the birthdates of obscure individuals—more often than not, they are simply left out), do serve a purpose. The purpose is to help the reader to distinguish Author A from Author B from Author C, when they all have the same, or similar, names. The date of birth is a filing device to sort them out in the card catalogue. Librarians once thought that it would be helpful for the reader to see the body of works by Smith, John, 1896–XXXX, separate from the body of works by Smith, John, 1920–XXXX, and Smith, John, 1962–XXXX.

These days, however, cataloguing rules and indexing rules have relaxed somewhat, and—no busy cataloger having the time to look up those birthdates (not a priority item)—no one breaks into a sweat if the date isn't supplied in the CIP. Don't get me wrong—it's still nice to have, for the reader's sake—but it's NO BIG DEAL not to have it. Sorry to disappoint Mr. Mordden, but librarians are the good guys here. There's no conspiracy—we don't care, really we don't, how old you and your colleagues are.

Manning, Jo, 1940–XXXX
Librarian
Reader's Digest General Books
New York, N.Y.

Why should Mr. Mordden get so worked up about an author's age in the CIP data?

Why not assume that it's simply copyright protection, which, under the new laws, covers the copyright for the life of the author, plus 50 years?

Maybe some people are morbidly interested in an author's expiration date (no pun intended, really). But they don't buy books based on an author's age, but on his skill.

Yvonne R. Freund
New York, N.Y.

The Fiction Editor

There is something amiss in the excerpt from Thomas McCormack's *The Fiction Editor* (Sept. 2), but I can't quite put my finger on it. Possibly this gut feeling has something to do with McCormack's over-generalization that Senior Editor is not giving his/her job of editing a full 100% simply because some editorial decisions are made on instinct; but then, even as inane as that generalization is, it is not the real villain here. McCormack states that:

"Half a dozen times a year we read a novelist's fervent acknowledgment of his editor's contribution—only to encounter in the novel itself remediable infirmities of such undeniability it's hard to figure the writer was told about them and just refused to fix them."

What can one conclude about such a statement except that there is only one person to blame for a novel's weak internal structure—old Senior Editor. McCormack raves that because the act of writing "can now be anatomized and codified," it is a craft that can be learned—by anyone. Yet he blames Senior Editor for not catching 100% of the errors (dermal or internal) in manuscripts written by these "anatomized and codified" writers; indeed, McCormack is postulating that we make bad worse by matching these cadaverish writers with "anatomized and codified" editors.

The anatomy of what could result in literature is frightening. What will happen when great writers begin to appear again and the work they produce does not fit within the inert, "it's not done that way" minds of the New Codified Editors? What will be done under such strict craftsmanship is simple. Great literature will have to go underground and slowly surface here and there in the small press. Then again, maybe that is what is happening already. Seen any great literature lately?

Susan Nelene Salaki, Editor
Guidelines Newsletter
Pittsburgh, Mo.

CALENDAR

Monday, October 24 *Association of American Publishers, General Publishing Division* seminar, "Direct Marketing," 8:30 a.m–5 p.m.; McGraw-Hill Auditorium, 1221 Ave. of the Americas, New York, N.Y. Luncheon speaker: Jerry Della Femina. Fee: members $85, nonmembers $150. Information: AAP/GPD, (212) 689-8920.

Wednesday, October 26 *Editorial Freelancers' Association* panel on picture research, 5 p.m. (program 6 p.m.), Women's City Club, Gramercy Twin Building, 35 E. 21st St., 7th Floor, New York, N.Y. Information: (212) 677-3357.

Wednesday, October 26 *Publishers' Publicity Association* luncheon, Loews Summit Hotel, 51st and Lexington, New York, N.Y. Cocktails 12 noon, lunch 12:30. Speakers: Larry Kirshbaum of Warner Books, Esther Margolis of Newmarket Press and Susan Petersen of Ballantine/Del Rey/Fawcett/Ivy. Fee: members $30, nonmembers $35. Reservations (by Oct. 19): Karen Mender, St. Martin's Press, 175 Fifth Ave., New York, N.Y. 10010.

Sun., Oct. 30–Mon., Oct. 31 *Associated YM-YWHAs of Greater New York* present the Third Annual Jewish Heritage Book Festival, at the Seventh Regiment Armory, Park Ave. and 67th St., New York, N.Y. Hours: Sunday, 10 a.m.–8 p.m.; Monday, 10 a.m.–6 p.m. Publishers, bookstores, academic presses, antiquarian booksellers and cultural institutions will display and sell works in English, Hebrew and Yiddish by Jewish authors and on Jewish topics, plus author programs and entertainment. Admission: $5, seniors and children $3. Information: (212) 751-8880.

Saturday, November 5 *Society of Children's Book Writers* presents its 13th annual writers' conference on children's literature, at Bank Street College, New York, N.Y. Keynote speaker Peggy Parish and other experts will offer techniques in writing, illustrating and marketing. Tuition (includes breakfast and lunch): members $40, others $45. Registration: SCBW, P.O. Box 20233, Park West Finance St., New York, N.Y.; (212) 243-4370.

Correction: In "Balancing the Books: U.S. Exports, Imports" (Sept. 9), the column headings, Table A, were mislabeled. The columns labeled "1985" should have should read "1986"; and the columns labeled "1986" should have read "1987."

Due to misinformation, Shawna Kripalani of Warren, Gorham & Lamont was incorrectly listed as a former human resources associate (People, Sept. 30). She was formerly an employment specialist. □